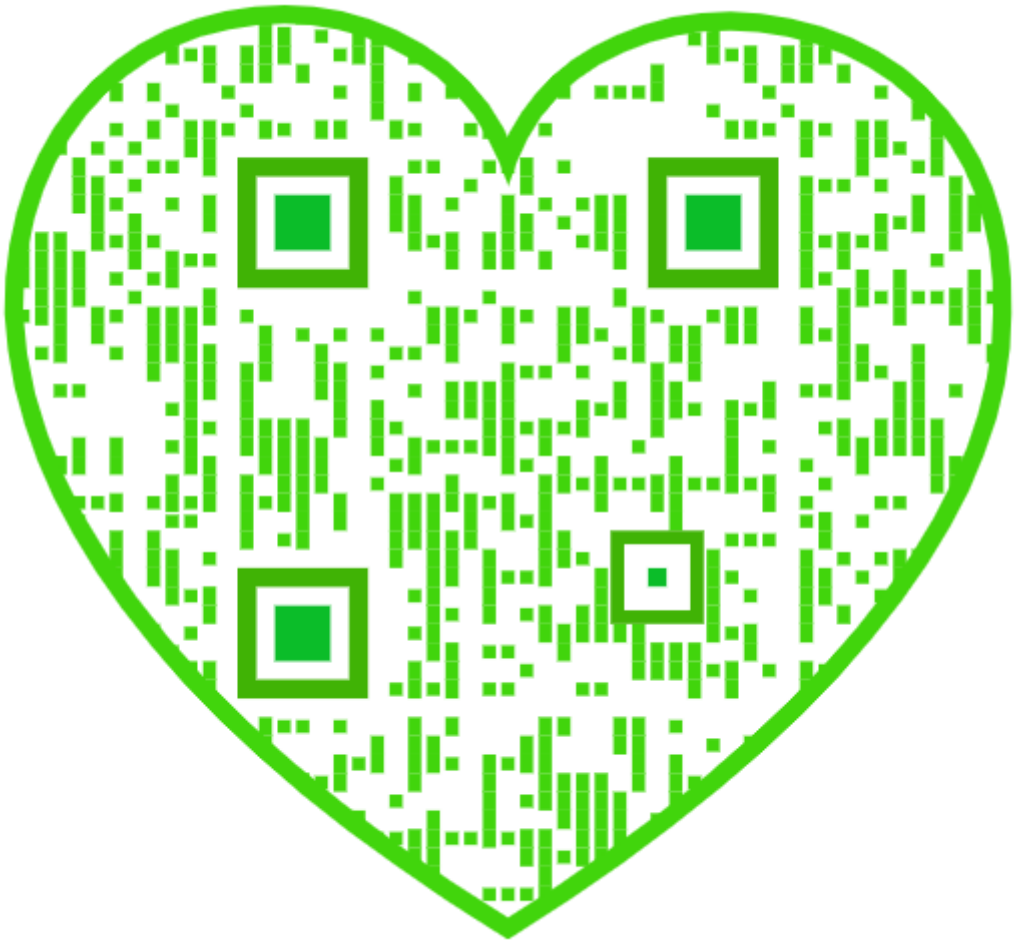
Title: The Tobacco world. v. 50

Place of Publication: Philadelphia, Pa.

Copyright Date: 1930

Master Negative Storage Number: MNS# Pst SNPaAg186.2



Volume 50
1930

JANUARY 1, 1930

VOLUME 50 JAN 4 1930 No. 1

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THE TOBACCO WORLD

BLACKSTONE CIGARS
GO ON THE AIR
EVERY TUESDAY

8 P. M., Eastern Standard Time
7 P. M., Central Standard Time
OVER THE
COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Omaha	KOIL	Syracuse	WFBL
Boston	WNAC	Council Bluffs	KOIL	Washington	WMAL
Buffalo	WKBW	Philadelphia	WCAU	Rochester	WHEC
Kansas City	KMBC	Pittsburgh	WJAS	Harrisburg	WKBP
New York City	WABC	Providence	WJAR	Minneapolis	WCCO
Oil City	WJBW			Detroit	WGHP

MURIEL CIGAR

2 for 25¢ Size
Cellophane wrapped
NOW 10¢

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Many Happy Returns

The Christmas holidays have come and gone leaving behind nothing but pleasant memories and good wishes for the year to come.

And as in former years many of the presents that were received from loving friends were boxes of good cigars.

Why is it that gift cigars come in wooden boxes?

It's because a wooden box enhances and dignifies the cigars that are within it, and furthermore assures the recipient that the cigars must be good or they wouldn't be packed in a wooden box.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume50 **THE TOBACCO WORLD** Number 1

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year PHILADELPHIA, JANUARY 1, 1930 Foreign $3.50

A. T. RECOVERS UNION BRANDS

AT THE stockholders' meeting of the Union Tobacco Company held December 27th at Wilmington, Del., it was voted to surrender to the American Tobacco Company the brands leased from it, and which the American Tobacco Company brought suit to recover last September on the grounds that the capital of the Union Tobacco Company had fallen below the amount stipulated in the contract.

Seventy-one per cent. of the outstanding stock of the Union Company was voted at the meeting in favor of surrendering the brands, and none was voted against it.

Under the proposed plan for returning the brands to the American Tobacco Company, the American Tobacco Company waives damages claimed to the amount of $1,000,000.

The Union Tobacco Company will discontinue the tobacco business, but will be continued as an investment company in expectation of an appreciation in the stocks which it holds in other companies.

LOUIS LEOPOLD PASSES AWAY

Louis Leopold, president of the American Sumatra Tobacco Corporation, passed away at his home in Brooklyn, N. Y., following an illness of several months caused by heart trouble.

Mr. Leopold had been connected with the wrapper leaf tobacco industry for practically forty years and was well known to practically every cigar manufacturer in this country.

Mr. Leopold started his business career by becoming associated with his father in the firm of John Leopold & Son, and later joined the sales force of A. Cohn & Company. When A. Cohn & Company became a part of the American Sumatra Tobacco Corporation, Mr. Leopold continued with that corporation, and in 1924 was elected president to succeed Julius Lichtenstein.

Mr. Leopold was always a staunch believer in the theory that the United States could grow as fine wrapper tobacco as any other country, and much of his effort was expended toward that aim.

Funeral services were held from his late residence on Sunday, December 22d, with interment in Greenwood Cemetery.

He is survived by his widow, Mrs. Maude Leopold; one son, Mortimer; and two daughters, Mrs. Jennie Moniz and Mrs. S. L. Gloucester, all of Brooklyn.

FRANK RIGGIO JOINS A. C. COMPANY

Frank Riggio, formerly a member of the sales staff of the American Tobacco Company, and a son of Vincent Riggio, manager of the cigar department, has joined the sales staff of the American Cigar Company.

TOBACCO TAX AMENDMENT REJECTED

THE following has been received in a special bulletin from the Tobacco Merchants Association in reference to a recently proposed amendment to the tariff bill, now before the Senate, asking for a reduction in taxes on all manufactured tobacco:

Referring to the tobacco tax situation, indiscussing the income tax resolution before the Senate, Senator Simmons, of North Carolina, made the following observations:

"I also called to Mr. Mills' attention at the same time the fact that the tobacco interests are now paying nearly as much internal revenue taxes on tobacco as is paid at the custom houses on tobacco.

"I called attention to the fact at that time that, with the exception of the reduction made on the five-cent cigar, the taxes on tobacco and its various products are the same today that they were during the time of peak prices and the peak taxation of the war period.

"I asked Mr. Mills if he would not consider whether it would be possible at this time to accord relief to these two classes of taxpayers, admitting, of course, that we could not, with an available surplus of only $160,000,000, hope to accord to every taxpayer the relief to which he might seem to be entitled.

"Mr. Mills said he would take the matter up and give it consideration. When Mr. Mills came in the next morning, he came fortified with documents and figures, and represented to the committee that a greater reduction than that proposed in this joint resolution would be a menace to the stability of the treasury, and strongly recommended against it.

"I was not quite satisfied with that, and I took the matter up with certain treasury authorities whom I consider entirely reliable and accurate, and I was advised that Mr. Mills' statement was, in their opinion, correct, that while we had a considerable surplus, that surplus would be derived from incomes that were made during the prosperous times of the calendar year 1929, but that the incomes hereafter would probably come from the profits and earnings of business under less favorable conditions and circumstances."

. . . . . .

"Yes; and let me say more than that. I have been agitating for a decrease in the excessive rates upon tobacco. I think there is no industry in the country that has ever been so burdened with taxation as the tobacco industry, a tax that affects both the manufacturer and the farmer. I am in favor of that reduction, but I would not feel justified in voting for such a reduction upon tobacco in the pending measure. But I do hope that some time we will have another surplus and the opportunity for making an additional reduction, and then no one will contend more strongly than

(Continued on Page 16)

RECORD ATTENDANCE AT YORK BANQUET

THE York County Cigar Manufacturers' Association annual banquet, held at the Yorktowne Hotel, York, Pa., on December 12th, proved to be the largest of the nine banquets which have been held to date. There were more than three hundred cigar manufacturers and guests from allied industries present at the gala occasion.

The principal speaker of the evening was the Hon. Franklin Menges, Congressman, of York, Pa., who addressed the gathering on the present tariff fight on wrapper duty, and stressed the point that the York County manufacturers were enjoying a splendid business on their products due to their method of manufacture and the splendid quality of their products, which he urged them to continue if they would enjoy their present prestige in the industry and prosperity.

The second speaker was the eminent humorist, Sir Frederick McGill, of London, England, who kept the crowd in an uproar of mirth with his jests, in spite of the fact that many of them were directed at our American customs which appear ridiculous to our English cousins across the water. He also directed his jests to some English customs which appear ridiculous to us.

The music of the evening was provided by the Kentucky Jug Band, which is one of the features of radio station WHAS, Louisville, Ky., and which was obtained for the occasion by the Reynolds Metals Company.

As the guests entered the banquet hall they were each presented with a splendid recipe holder for the kitchen with the compliments of A. Kauffman & Brothers, cigar box manufacturers, of York, Pa.

The American Label Company presented three smokadors for door prizes, which were won by Pius Wolf, David E. Wolf and A. C. Frey. The Moehle Lithographing Company presented a beautiful traveling bag for a door prize, which was won by Max R. Trebow.

President T. E. Brooks, of the York County Cigar Manufacturers' Association, presided as toastmaster, and warmly thanked all those firms who assisted in helping make the affair the success it was by donating various table decorations, entertainment, etc.

Among the Philadelphians present were: S. N. Williams and J. G. Medley, of the Reynolds Metals Company; Gus Staub and John G. Kneher, of the American Label Company; H. B. Cochran, of the Petre Lithographing Company; H. R. Felton and Charles Hamilton, of the Federal Container Company, and George F. Frings and Jules Frings, Jr., of Frings Brothers.

FRANK HARWOOD RECOVERING

Frank W. Harwood, vice-president of the American Cigar Company, who was recently operated on for appendicitis, and who was for a time reported in a very serious condition, has rallied splendidly and at last reports was said to be well on the road to recovery.

Mr. Harwood, as head of both the sales and advertising departments of the American Cigar Company, has been showing splendid results for the brands of the company, and had just returned from a trip in the interests of his company when he was stricken and removed to the Lawrence Hospital, Bronxville, N. Y., where the operation was performed.

THE TOBACCO WORLD joins his many friends in wishing him a speedy and complete recovery.

RECORD EARNINGS FOR REYNOLDS

ACTION of the directorate of the R. J. Reynolds Tobacco Company in placing the common and common "B" shares on a $3.01 annual dividend basis lends credence to the reports that earnings for the full year 1929 will establish a new high record, says the *Wall Street News*.

The *News* says:

"This will make the ninth consecutive year that net income of the manufacturer of the popular priced cigarettee, "Camel," has shown an increase over the previous year. Net income in 1928 totaled $30,172,563, equivalent to $7.54 a share on 4,000,000 common and common "B" shares. This was equivalent to $3.01 a share on the 10,000,000 combined shares now outstanding.

"So far this year the directors of R. J. Reynolds have been liberal in the treatment of stockholders. In March the new stock was placed on an annual dividend basis of $2.40 a share compared with $5 a share before the 2½-for-1 split-up, which was equal to $6 a share. The recent increase to $3 is equal to $7.50 on the old stock. At the present time there are outstanding 9,000,000 shares of $10 par value "B" stock and 1,000,000 sares of common stock, making a total of 10,000,000 shares outstanding. The only difference in the two stocks is that the common is vested with exclusive voting power.

"The declaration of a quarterly dividend of 75 cents a share to stock holders of record December 18 will bring the current year's cash disbursement to stockholders to $25,500,000 compared with $26,000,000 paid out during 1928. In view of the fact that dividend payments this year will be lower than in 1928 and that earnings will show another sizeable increase over last year, together with the favorable outlook for 1930, on account of the recent increase in the wholesale price of popular brand cigarettes by all manufacturers, it would not be surprising if stockholders were to receive additional benefits early next year.

"While Reynolds was able to show increased earnings in the face of a reduction in prices of 40 cents a thousand on all popular priced cigarettes early in 1928, this was accomplished by greater efficiency in the manufacturing of its products and a steady consistent growth in sales. In addition the company has made impressive gains in the sale of smoking and chewing tobacco, so it is now in a position to give increased competition with the return of prices to their old level and at the same time materially increase net income."

C. A. BOND RETURNS

C. A. Bond, better known throughout the trade as "Charlie," manager of the Manila Ad. Agency and agent for the Philippine Government, with headquarters at 15 William Street, New York City, returned on December 19th from a five weeks' trip through the West as far as the Pacific Coast. Charlie reports Manila cigar business in that erritory as exceedingly promising for the coming year.

DUYS IN HAVANA

John H. Duys, head of the leaf tobacco firm of H. Duys & Company, has been spending the holidays in Havana, with his son, John H., Jr., Mr. Duys was accompanied by Mrs. Duys and they were also joined in Havana by his daughter and son-in-law, Mr. and Mrs. Conlin, who reside in Tampa, Fla.

The Improved Long-Filler Bunch Machine

LABOR, STOCK AND MONEY-SAVING FEATURES

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Price Folder and complete Model S information

The MODEL S UNIVERSAL

(Non-Blending Type)

Long-Filler Bunch Machine

For High-Grade Work

Has Been Improved With Three Important Features That—

Assure uniform, high-quality bunches equal to hand work, in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven Suction Fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

This High-Grade, Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

UNIVERSAL TOBACCO MACHINE CO.

40 East 34th Street, New York

PHILADELPHIA.

LIGGETT RECOVERING FROM OPERATION

ER. LIGGETT, of the manufacturing department of Bayuk Cigars, Inc., who has been in a local hospital where he underwent an operation for appendicitis, has returned to his home where he is recovering nicely.

Maurice L. Wurman, of the manufacturing department, is also convalescing after a recent operation for appendicitis at a local hospital.

Bayuk Cigars, Inc., have just completed one of the most successful years in the history of the company, which is evidenced in the recently declared dividend of 75 cents a share on the common stock of the company, payable January 15th. Previous dividends were at the rate of 50 cents a share.

Cigars smokers have shown their appreciation of the "Ripe Tobacco" used in all Bayuk products in a very material way during the past year, and indications are that sales of Bayuk brands will continue to show a fine increase during the new year.

ALLELY JOINS EISENLOHR COMPANY

Tom Allely, one of the best known salesmen in this territory, and who was former representative for the Union Tobacco Company here, has joined the sales force of Otto Eisenlohr & Brothers, Incorporated, and will in the future bend his efforts toward increasing the distribution and sale of "Cinco" and "Henrietta" cigars in this territory. Tom was at one time representative for the Falk Tobacco Company, and later, when the Falk Company was taken over by the Continental Tobacco Company, Tom continued as their representative. When the Union Tobacco Company was formed he was chosen as their representative for this territory and obtained excellent results among the jobbers and retailers here on their brands.

There is every reason to believe that Tom will prove an excellent representative for "Cinco" and "Henrietta," as he is well liked among the jobbers and retailers.

CARTER A CONGRESS VISITOR

L. J. Carter, president of Carter-Colton Company, Charlotte, N. C., distributors of "La Palina" cigars in North and South Carolina, was a recent visitor at the headquarters of the Congress Cigar Company. He reported an excellent demand for "La Palinas" in his company's territory. Mr. Carter journeyed to New York City before returning home.

JOHN WAGNER & SONS FAR AHEAD

JOHN WAGNER & SONS, importers and distributors of cigars, cigarettes and smoking tobacco, etc., report business on their imported and domestic brands far exceeded their expectations for this Holiday Season and ahead of business for the same period of last year by a very large percentage.

The "La Corona" brand was by far their largest seller for this season of the year in the imported brands, and "Don Sebastian," "Haddon Hall" and "Monticello" were very big sellers in the domestic brands. The "Monticello" brand is owned by John Wagner & Sons and is manufactured for them by a very prominent cigar manufacturer who has an enviable reputation for producing high grade merchandise of dependable quality.

The Wagner humidors have a very bare appearance as there is very little stock left on the shelves.

BAYUK HOLDS CONVENTION OF SALESMEN

The annual convention of salesmen of Bayuk Cigars, Incorporated, was held on December 26, 27 and 28th under the supervision of A. Joseph Newman, sales manager.

Meetings were held at factory headquarters Ninth Street and Columbia Avenue, with dinners and banquets at the Adelphia Hotel.

Achievements of the past year were reviewed and plans for a most successful 1930 for Bayuk products were discussed.

There was plenty of entertainment provided to mix with the business programs and the conference was thoroughly enjoyed by those in attendance.

WEINBERG BUSINESS FAR AHEAD

L. Weinberg Company, wholesale and retail tobacconist, confectioner, patent medicines, etc., South Second Street, report an excellent sale on cigars and tobacco for the holiday season, far exceeding any expectations on their part. In cigars, the "Habanello," product of G. Zifferblatt Company, far outsold any of the other brands they handle.

ANDRUSS IN BUFFALO

Willis Andruss, sales manager of the Congress Cigar Company, spent the holidays in Buffalo, N. Y., with his mother and family.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

PASSAGE of the tariff bill by the Senate by February 15, is anticipated by Senator Reed Smoot of Utah, who, as chairman of the Finance Committee, is responsible for its handling in the upper House.

Progressive and democratic members of the Senate, however, take the stand that it need not take five weeks to get rid of the measure, but it can be passed very promptly by a rejection of all advances made by the House over the rates contained in the present law.

The Senate, so far, has not completed consideration of the committee amendments. When this is done, the bill will be open to amendments from the floor, and this will pave the way for attacks upon some of the rates in the present law which were not changed by either the House or the Finance Committee. Several such attacks are planned, it is known, directed at items in the textile and metals schedule, and others may be in process of formation.

The sugar schedule is yet to be discussed by the Senate, but it is not believed that its consideration will require a great deal of time, since little interest has been evinced in the sliding scale of rates or bonus proposals, the two matters which would be provocative of lengtly controversy.

If the bill can be passed through the Senate by February 15, it is probable that it will be ready for the President's signature by the end of March.

Tobacco Tax Reduction Sought

Reduced rates of tax on cigars, cigarettes and tobacco are sought in a bill which has been introduced in the Senate by Senator Barkley of Kentucky.

Senator Barkley proposes that the present tax of 75 cents per thousand on small cigars weighing not more than three pounds to the thousand shall be reduced to 50 cents per thousand and that the rates on large cigars shall be amended as follows: Cigars now retailing at not more than 5 cents each, now taxable at $2 per thousand, $1 per thousand; selling between 5 and 8 cents each, now $3 per thousand, $2 per thousand; selling between 8 and 15 cents each, now $5 per thousand, $3.50 per thousand; selling at between 15 and 20 cents each, now $10.50 per thousand, $7.50 per thousand; selling at more than 20 cents each, now $13.50, $10 per thousand. The rate on small cigarettes would be cut from $3 per thousand to $1.50 per thousand and large cigarettes from $7.20 per thousand to $5 per thousand. The present rate of 18 cents per pound on tobacco and snuff would be reduced to 5 cents per pound.

Bill Recommended Against Interstate Transportation of Stolen Property

Enactment of legislation making illegal the interstate transportation of stolen property is recommended in a report submitted to the House of Representatives by the Judiciary Committee on a bill introduced by Representative LaGuardia, of New York. The bill is identical with a measure reported favorably by the committee at the last Congress, which, however, was not acted upon.

"One of the many problems that confront those interested in the administration of criminal law, one of the most difficult to deal with, has been the prosecution of the professional receiver of and dealer in stolen, embezzled or fraudulently obtained merchandise, who is usually known as the 'fence'," it is declared in the report. "The importance of the question becomes obvious when it is realized that the operations of thieves and swindlers are abortive and without profit unless there exists a means of disposing of the loot. To strike at the 'fence' is striking at the very root of the evil."

PENNSYLVANIA CROP SMALLER

According to figures just released by the Federal-State Crop Reporting Service, Department of Agriculture, Harrisburg, although tobacco acreage was increased this year, yield was considerably less than both last year and the average, resulting in a smaller production. Prices received to date are much higher than were received for the 1928 crop.

The total number of acres of tobacco planted in Pennsylvania this year was 38,700 while last year there were 37,000 acres planted. The total crop this year is estimated at 47,601,000 pounds as compared with 49,580,000 for 1928.

However, for the entire United States a moderate increase in tobacco acreage combined with an increase in the average yield per acre accounts for a 9 per cent. increase in production this year. Average prices are lower, being 19.0 cents as compared with 20.2 cents a year ago, but in the New England cigar leaf district they are from 5 to 14 cents a pound higher than last year on all types except shade grown wrapper. A smaller production and higher average price is also reported in Wisconsin.

Total tobacco acreage for the entire United States in 1929 was 2,016,400 while the 1928 acreage was 1,894,100. Total production for 1929 is estimated at 1,500,891,000 pounds as compared with 1,374,547,000 pounds for 1928.

You can't beat it, Men!

P.A. AND a pipe . . . what a combination in restraint of gloom *that* is! Why, Prince Albert starts broadcasting its happiness-program the instant you fling back the hinged lid on the tidy red tin. What an aroma! Fresh. Inviting. A fragrant hint of a glorious taste to come.

Then you put a load into the muzzle of your pipe and light up. Now you're getting it. Cool as a reminder of a mortgage. Sweet as a clear title. Mild and mellow and long-burning, right to the bottom of the bowl. Mild, yet with a rich, deeply satisfying body.

Beat it? Why, you can't even "tie" it. Prince Albert has led them all in sales for years and years. There's only one reason for that, so far as I can make out. P.A. is giving more pipe-joy to the cubic inch, and the smokers of America have found it out. Go get some P.A. and prove it.

Here you are, Men—TWO full ounces of grand smokings.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.

E. G. KILL, General Manager.

ROOM AND BATH $3.00 Up

TO FIGHT TOBACCO GROWING BY BOYS

THE W. C. T. U. comes to the front again in its fight against tobacco. The following comes from Madison, Wisconsin:

"Growing of tobacco by boy and girl members of the state Four-H clubs probably will be black-listed by the state W. C. T. U. during its convention at Kenosha.

"Mrs. Flora C. Hopkins, president of the Dane county branch of the organization, announced here that the battle against narcotics should be extended to this place of Four-H work. A suggestion that the state association use its influence to have tobacco removed, as one of the projects will be made by Mrs. Hopkins on the convention floor.

"'Boys cultivating tobacco caring for it, watching it grow, will naturally think nothing of smoking it,' Mrs. Hopkins said. 'They will not realize the ill effects it has upon their systems.'

"The attention of the Dane county agricultural agent was called to the situation by Mrs. Hopkins, and he told her that it was too late this year to do anything about it. He explained that only those children whose fathers are tobacco growers experiment in tobacco growing.

"'That may be true,' Mrs. Hopkins retorted, 'but by allowing it, Four-H leaders place the stamp of approval on it. And the mere fact that the fathers grow it is no reason that children should continue to do so.'

"Anyway, the Dane county farm bureau federation will take the matter up next year, Mrs. Hopkins announces, and every attempt will be made to stamp out tobacco growing by boys and girls.

"At the state offices of the Four-H clubs, it was stated that tobacco growing is not one of the regular projects. Corn and calf clubs are the most important ones.

"Meanwhile the campaign to rid Madison and Dane counties of smoking school teachers is at a standstill. Since the passage of a resolution at the county convention in June, requesting school boards to hire only non-smoking teachers, nothing has been done.

"'The action was taken too late to have any effect this year,' said Mrs. P. I. Pasley, chairman of the narcotics committee. 'Schools were out and teachers for the next year had been selected.'"

NOVEL HAVANA CIGAR ADVERTISING

A NOVEL scheme has been adopted by Messrs. Joseph Samuel & Sons, Ltd., of 80 Fenchurch Street, E. C. 3, London, England, for advertising the popular "La Corona Corona Junior" Havana cigars. In the cleverly designed advertisements which they have placed in some of the leading London Journals (which doubtless many of our readers have seen) there is a statement to the effect that a limited number of free sample boxes are available for those who write to Corona Corona Jr. for them, and applications resulting from the announcement have come in from all over the country.

Needless to say, *all* these aspiring smokers of this famous cigar do not receive a sample. A proper discrimination is used and the cigars are only sent to those who are presumed to be cigar smokers of taste. In this way quite a number of boxes containing "Corona Corona Jr." have been dispatched to applicants without any indication of the name of the importers or of any special customer, and in response some excellent letters have been received, expressing appreciation both of the cigars and the method of advertising them, a method which is probably unique in the annals of the Havana cigar trade.

Having an article in which they had the utmost confidence, the importers were prepared to back up their advertising by putting smokers in direct touch with the cigars, well knowing that some might not be really interested, but sure that, on the other hand, they were reaching a number of genuine cigar smokers. An important feature of the scheme is its liberality and thoroughness, for the chosen applicants receive not just one cigar but four "Corona Corona Jrs." in a tens box, which is large enough to fully represent the actual packing and show the label and the inscription of the factory guarantee, that "La Corona Corona Junior are made from the same fine tobaccos and by the same skilled workmen as La Corona Coronas." It is clear that by means of this form of advertising new customers must undoubtedly have been made for the cigar merchants, while the cigars also are naturally much talked about by the appreciative recipients, many of whom, as already stated, have written in a most interesting way to the importers.—*Cigar & Tobacco World*, London.

RADIO ADVERTISING ON THE INCREASE

According to figures published by Dorrance, Sullivan & Company, Advertising Agents, New York, during the month of October, 1929, there was expended for cigars, cigarette and tobacco advertising over the radio $122,112 as compared with $71,210 in October, 1928. Total expenditures for this form of advertising during the first ten months of 1929 were $1,062,054 as compared with $255,200 during the same period of 1928.

Likewise thirty-five advertisers expended $495,282 for advertising cigars, cigarettes and smoking tobacco in national magazines in October, 1929 as compared with $367,983 in October, 1928. For the first ten months of 1929, the figures are $5,061,719 as compared with $4,606,187 for the same period of 1928.

FINANCING THE PORTO RICAN TOBACCO CROP

EARLY in November, tobacco growers in Porto Rico were having difficulty in obtaining funds for raising a new crop of tobacco and transplanting was slow. Assistant Trade Commissioner Rolland Welch, reporting to the Tobacco Section, Department of Commerce, advises that at the middle of November the Intermediate Credit Bank announced that approximately $300,000 had been made available for transplanting and cultivation to the tobacco pools at Aibonito, Utuado and Cayey. Officials said the bank would made no other loans this year, although eleven tobacco pools were financed last year. Other money has been made available by local banks, and various tobacco interests; however, the amounts loaned are said to be below loans of last year.

Because of the financial stress following the cyclone last year, and the present situation appearing doubtful that sufficient money will be made available to finance a normal crop, there is some movement to influence planters to restrict production, in view of a better price, or improve methods and increase production per acre so that they may sell large quantities at a profit. Tobacco land produces anywhere from 400 to 1200 pounds to the acre, and the average yield is probably near 650 pounds. On a basis of this average yield, considering present costs, farmers claim they cannot make a profit at prices given.

It is impossible at this time to estimate the acreage to be planted or how large a crop will be harvested. Those in a position to know the situation have widely different opinions as to the outlook for the new crop. Some contend that it will be smaller than last year, while others predict it will be greater. Transplantings may be made as late as the middle of December, and at that time more definite indications may be made.

Previous figures on the Porto Rican crop recently sold placed the crop at 24,600,000 pounds, but in answer to an inquiry regarding the average price per pound, Trade Commissioner Welch advises under date of November 30 that growers association estimates place the crop at 27,000,000 pounds, while tobacco buyers state that the crop amounted to around 29 or 30 million pounds. Association tobacco is reported to have brought 30 cents, but outside growers received probably twenty-five, and the average of all growers was said to be probably around 28 cents. Various estimates are made for the coming crop and no authentic data are available. It is very difficult to make an estimate, because farmers expect to plant through December; however, association estimates are between 20 and 25 million pounds, and buyers' estimates between 25 and 30 million pounds.

WHOLESALE GROCERS SELL MUCH TOBACCO

According to Dorrance, Sullivan & Company, Inc., Advertising Agents, New York, an analysis of sales for the first ten months of 1928 for nine wholesale grocers in Ohio, showed that 17.1 per cent. of the total sales consisted of canned fruits, vegetables and meat, while 13.2 per cent. of the total sales comprised cigars, cigarettes, and smoking tobacco, thus holding a larger place in the total sales than sugar, which accounted for 12.1 per cent. of the gross sales.

N. C. L. T. A. ASKS FOR TRADE BETTERMENT

AT THE FOURTH annual dinner and get-together of the New York Leaf Tobacco Board of Trade, which was held at the Epicure Restaurant, New York City, on Thursday, December 19th, Nathan I. Bijur, president of the National Cigar Leaf Tobacco Association, disclosed the fact that as president of that organization he had recently addressed a letter to the Secretary of the Department of Commerce at Washington, in which he set forth certain conditions in the trade which are ruinous to the industry, and appealed for assistance from the Department of Commerce to correct these conditions.

The dinner was one of the most successful ever held by the Leaf Tobacco Board of Trade and was attended by approximately one hundred leaf tobacco dealers, cigar manufacturers and others allied with the industry.

Mr. Bijur's letter was as follows:

"December 13, 1929.

"Hon. R. P. Lamont, Secretary,
Department of Commerce,
Washington, D. C.

"Dear Sir:

"As president of the National Cigar Leaf Tobacco Association of America, which organization represents the most important cigar tobacco dealers, a great many of the important tobacco growers, a great many of the important cigar manufacturers, and kindred interests, I respectfully wish to call to your attention certain conditions that exist in the trade that tend to unstabilize the industry to a marked degree, and are contrary to the fine efforts that the Government and important interests of other lines are now striving to correct in order to improve and maintain business in a healthy state.

"It is common knowledge that the large chain store organizations have for the past few years gradually frozen out a great many of the smaller dealers and merchants in all lines of business, which is only a natural evolution, and again that, even though we may feel sorry that condition exists for the masses as against the stronger and more powerful organizations, we can do nothing against that, as that is the way business is done at present. But when conditions exist such as they do in the retail cigar, cigarette and tobacco lines, in which the methods—by which I mean selling methods—of the large chain store organizations are such that they not only practically remove and destroy their own chance of profit, but sell goods at such prices that they are absolutely ruinous to the small independent dealer and are forcing him every day to close up and get out of business, it is time something is done.

"When I mention organizations in general I refer particularly to such organizations as Schulte, Incorporated, United Cigar Stores Company, Liggett Drug Stores, Whelan Drug Stores, and other large chains of drug stores, and last, but not least, the Great Atlantic & Pacific Tea Company, who have only in the past year gone into the handling of cigarettes.

"Everybody knows that a short while ago cigarette prices were raised by the large manufacturers of the most popular brands forty cents a thousand, and at the time of the raise the chain stores were selling these cigarettes at two packages for twenty-five cents. Within a few days United Cigar Stores and some other chain stores advanced their prices to fifteen cents a package, but the Schulte Company saw fit to put off their decision from day to day and finally made no advance. Before the raise the two packages selling for two for twenty-five cents was even such a close profit for the chain stores that when the prices were advanced forty cents per thousand it would have left them a loss had they not advanced their prices when they began to replenish their stock with new priced goods.

"The small independent retailer tried to get his fifteen cents per package, but now a real war is again on, and because Schulte did not raise his price beyond two for twenty-five cents, the United Cigar Stores and other chain outfits have reduced their prices again and are selling the packages at twelve cents apiece. This absolutely prevents the small retailer from realizing a profit at twelve cents, and if he asks more it kills his business. These cut-rate prices are being advertised in the daily papers, so it is an absolute fact.

"The chain stores further are advertising in their windows what is commonly known as a popular ten-cent brand cigar as being offered in their stores at four for thirty cents, and the five-cent popular brand cigars at five for twenty cents, and the two for twenty-five cents cigars at eleven cents, and so the thing goes all down the line, including safety razors and other articles that the chain stores are selling.

"Now, I am not asking you to assist our organization or the cigar manufacturers or dealers of tobacco or dealers of cigars or packers in running their business, but I am asking you, in all justice, to do what seems to me a very plausible and possible thing and certainly very constructive, to call a meeting in Washington of the executives who really have the say in the matter of these various large chain store organizations to get together and form some policy (which they, doubtless, themselves would welcome) of not offering to sell goods of standard and popular brands at prices that either net them a loss on each sale or at prices that are so near cost that it is ruinous for fair competition.

"Please realize that I can see the place and the advantage of the chain stores to the masses and to themselves, but when chain stores are a real menace to fair competition and to business in an unbusiness-like manner and prevent thousands from making a bare living by a real freeze-out method and ruinous competition that doesn't do themselves or any stockholders or anybody else any good, it is high time that it should be called to their attention and a corrective remedy should be suggested at a time like this, when everybody should join the Government in its noble efforts to stimulate trade and get industry in its proper place.

"The cigarette, cigar and tobacco industries certainly pay their proportion of taxes in the form of internal revenue taxes to deserve real consideration.

"Should you in any way see your way clear to follow the suggestion of calling before you a representative gathering of these various organizations to improve the chaotic conditions of the industry in New England, New York and Middle Western States due to these unfair methods, it would certainly be appreciated by the thousands of people who are still in that line, and would benefit as well thousands and thousands of skilled laborers who are used in the industry, and would naturally help the farmer and grower of tobaccos in the United States. This industry, exclusive of the cigarettes, has been slipping from year to year, and it certainly needs corrective methods.

Very respectfully yours,

NATHAN I. BIJUR,
Pres. Natl. Cigar Leaf Tob. Assn."

Among those present at the fourth annual dinner and get-together of the New York Leaf Tobacco Board of Trade, held in New York City on December 19th, were Ben Schwartz, vice-president, and Mr. Moss, both of the Congress Cigar Company, Philadelphia.

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

1928 CIGAR TOBACCOS ARE THE FINEST IN YEARS—LA PALINAS ARE NOW MADE OF 1928 CIGAR TOBACCOS—EXCLUSIVELY

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

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SAMUEL WASSERMAN	Vice-President

EDISON ENDORSES CAPPER-KELLY BILL

THAT Thomas A. Edison, world renowned inventor and manufacturer, heartily approves the Capper-Kelly Fair Trade bill now pending in Congress, is conveyed in a letter just received by Congressman Kelly, of Pennsylvania, co-author of the measure.

The letter is as follows:

November 29, 1929.

"Congressman Clyde Kelly,
House of Representatives,
Washington, D. C.

My dear Congressman Kelly:

Fair competition between manufacturers is a good thing and will inevitably result in fair prices to the public. The competition developed by the price cutting methods of certain retailers is harmful to the manufacturer, destructive to the legitimate dealer and of no lasting benefit to the small portion of the public temporarily affected by it. I heartily approve of the Capper-Kelly bill.

Very truly yours,
(Signed) Thos. A. Edison."

In commenting upon the letter Congressman Kelly said:

"Thomas A. Edison has just been given the plaudits of the civilized world on the fiftieth anniversary of the invention of the electric light bulb. His name is a shining symbol, not only of inventive genius, but of honest and honorable business.

"From his matchless experience in devising and marketing quality products, he is in position to judge the value of fair competition. He knows at first hand the harm done the public as well as makers and distributors of identified, guaranteed merchandise, through the practice of using such goods as so called 'leaders' at prices less than cost.

"Mr. Edison's approval of the Capper-Kelly bill is a guarantee of the justice of giving independent manufacturers of standard, trade-marked goods the right to enter into free contract with their distributors as to resale price, thus preventing the injuries inflicted by predatory price-cutting of such goods.

"Mr. Edison pours a flood of light into the darkness caused by the misrepresentations of those who profit from unfair trade practises. The view of this eminent leader, whose record of distinguished achievement has never been approached in American history, must, of necessity, be accepted by all who believe in the square deal policy in American business."

Senator Capper of Kansas, co-author of the measure made the following statement upon the Edison letter:

"Thomas A. Edison is unquestionably the world's leading commercial philosopher. Out of the vast experience of his long, constructive, life spent in the study and solution of problems of mechanical production and economic distribution, there has been formed a judgment and wisdom second to no man's.

"In his letter approving the Capper-Kelly Fair Trade bill, Mr. Edison, with his invariably unerring vision concerning business questions, expresses in a few pregnant words the reasons why the public interest demands enactment of this legislation—reasons of which my observations long ago convinced me as a publisher.

"Mr. Edison's warm endorsement is not surprising but it none the less gratifying to all friends of honest merchandising, who are determined to secure passage of the Fair Trade bill at the present session."

N. C. CHAIN STORE TAX VALID

Although chain store organizations in North Carolina declared that the new tax law which provides for a State tax of $50 annually on all retail stores, after the first, being operated in the State of North Carolina under the same ownership, management and direction, was unreasonable and arbitrary and violated both the State and Federal constitutions, inasmuch as it did not provide for a similar tax for large department stores, which did a very large volume of business, the Wake County Superior Court of that State declared the law valid.

KROGER ACQUIRES SIX MORE COMPANIES

The Kroger Grocery and Baking Company, which disposes of a large quantity of cigarettes through its chain of stores, has acquired six grocery companies operating in the Middle West and South, it was learned when application was made to list 122,845 additional Kroger Co. common shares on the New York Stock Exchange last week. The companies recently acquired were the H. W. Bracy Company, of Illinois; McCarthy Wholesale Grocery Company, Incorporated, of Missouri; Milgram Stores, Incorporated, of Kansas City; Piggly Wiggly, Haynes, Incorporated, of Columbia, Mo., and the Roanoke Grocery and Milling Company, of Virginia.

GOLD MEDAL FOR "OLD KING COLE"

The B. Wasserman Company, owner of the "Old King Cole" brand of smoking tobacco, has received notification that it has been awarded the certificate of honor and gold medal at the exhibition at Milan, Italy. The certificate and gold medal is expected to arrive in a few days and will be on exhibition at the Wasserman offices on Water Street, New York City.

The new packages of "Old King Cole" smoking tobacco will bear a facsimile of the certificate and gold medal.

EISENLOHR PRESIDENT A VISITOR

Joseph Cullman, Jr., recently elected president of Webster-Eisenlohr, Incorporated, was a recent visitor at Philadelphia headquarters, conferring with Manager John P. Sweeney on sales plans for 1930. An aggressive campaign will be launched immediately in nearby States which is expected to boost the sales of "Cinco" and "Henrietta" to a very great extent. The improvement in the quality of these brands is obtaining results, evidenced through the splendid increase in sales recorded.

JUDELL OBSERVES EIGHTY-FIFTH BIRTHDAY

H. L. Judell, San Francisco, pioneer tobacco man of the Pacific Coast, celebrated his eighty-fifth birthday on December 29th. The event was celebrated with his family in an informal way at his home, 200 Laurel Street, San Francisco. Mr. Judell is in excellent health and is planning a trip through Europe this month.

SALDANA A HAPPY FATHER

Marco T. Saldana, chief agent of the Porto Rican Government Tobacco Guarantee Agency, with headquarters at 1457 Broadway, New York City, is the proud and happy father of a baby daughter, born last week. The daughter has been named Ruth Maria Saldana.

CONTINUED PROSPERITY INDICATED

ROBERT P. LAMONT, Secretary of Commerce, in response to requests for a statement of conditions and prospects for the coming year, issued the following statement:

American business in 1929 reached higher levels than ever before, notwithstanding recessions in some lines in the later months. Measured by quantities, not value, the output of our manufacturing industries broke all previous records, being 8 per cent. higher than in 1928. The mineral production shows precisely the same percentage of gain, and here, too, a new high level was established. Freight car loadings rose by 3 per cent. Employment in manufacturing industry and the amount of wage payments were both considerably greater in 1929 than in the preceding year.

Our domestic trade, as indicated by the sales of department stores, mail-order houses, and chain store systems, attained peaks never before touched. When allowance is made for price changes the latest figures show that in volume, our foreign commerce also reached new high levels, being much greater than even in the abnormal war period.

Commodity prices have been steady, with a slight downward tendency. There has been no undue accumulation of stocks of goods. Dividend payments of industrial and public utility corporations were about 20 per cent. greater than in 1928. There was a decline of 7 per cent. in failures among industrial and commercial concerns, as measured by the amount of liabilities; this may be considered a dependable indicator of the general soundness of business.

The only important branch of business showing less activity in 1929 than the year before was construction—the decrease in new contracts being very largely confined to residential building.

The solid economic progress than I have indicated was not in any sense the result of a "boom." Its very substantial character helped greatly to alleviate the effects of the marked break in prices of stock exchange securities during October and November.

The most important single indicator of economic activity is the index of the output of the manufacturing industries. This showed an increase of approximately 20 per cent. over 1923—a very active year. There was a strong demand during the year for coal and for the metals. This increased production of mineral and manufactured commodities was reflected—as I have already mentioned in a larger movement of railway traffic.

Automobile production last year reached about 5,500,000 units, by far the largest output ever attained. Although the closing months showed a greater seasonal decline than usual, the very large production during the other months brought about an increase, for the year as a whole, of 27 per cent. as compared with 1928. The exports of automobiles have rapidly increased, reaching a peak total in 1929.

While there was some advance in the general level of wholesale prices in 1928 over 1927, the year 1929 showed a slight recession. This was not the result of any sudden break. During most of the individual months, even when factories and mines were most active, the prices were somewhat lower than in the corresponding period of 1928. Increase in industrial efficiency accounts both for the greater output and the general downward tendency in prices.

The new construction contracts awarded fell off considerably. But the back log of large contracts placed during 1928 and in the early months of 1929 made possible an actual volume of construction nearly as large as that reported for 1928. There was a lowering in the demand for materials particularly identified with residential construction, such as lumber, brick, cement and enameled sanitary ware.

Except possibly for certain branches of the constructive industry, legitimate business found funds plentiful and reasonably cheap, despite the sharp rise of interest rates before the stock market crash. A wide spread between the rates on brokers' loans and the rates charged to business borrowers was maintained by the Federal Reserve Board, in co-operation with the nation's bankers. Long-term business borrowing was accomplished very extensively by floating stocks on a rising market—often to retire bond issues. Thus the year end finds most of the key industries of the country with stronger capital structures, and in better cash and inventory positions, than at any time in our history.

Following the security liquidation in October and November, interest rates declined to the lowest levels in eighteen months. Foreign lending, so essential to our export business, was resumed to some extent in the final quarter—through heavy withdrawals from our market of foreign-owned short-term funds. Foreign purchasing power was stimulated, also, by sympathetic liquidation of securities in every important country.

Exports of American manufactured goods reached the huge total of approximately $3,250,000,000, about 9 per cent. greater than in 1928, and about 80 per cent. more than in 1922. This growth of exports has made possible more continuous employment of American labor and capital. Import trade was also exceptionally large, especially when allowance is made for the recent decline in the prices of certain major important commodities. The large volume of imports is the result of our high purchasing power and of the increasing productive capacity of many foreign countries.

Although some of our industries lagged behind, there was on the whole, during 1929, less disparity between slow and active branches of business than has been apparent in other recent years.

Broadly speaking, the business history of 1929 recorded the continuation of a movement which has been substantially unbroken for an exceptionally long period. It is impossible, of course, to forecast what temporary ups and downs may occur. But the nature of the economic development of the United States is such that one may confidently predict, for the long run, a continuance of prosperity and progress.

FACTORY ADDITION FOR LORILLARD

PLANS have been filed with the building inspector at Richmond, Va., for the construction of a brick and steel addition to the plant of the P. Lorillard Company at Twenty-fourth and Cary Streets, to cost $75,000.

The "Rocky Ford" five-cent cigar of the Lorillard Company showed a tremendous increase in sales during 1929 and in the first six months of the year production of this popular brand had equalled the production for the entire year of 1928, which would seem to indicate at least a one hundred per cent. increase for the year.

An extensive and intensive sales campaign is planned to start on January 1st, 1930, which will stress the fact that "Rocky Ford" cigars are made of selected long filler tobacco and in a strictly sanitary manner, and which is expected to increase the sale of the brand to a much greater extent than during 1929.

TOBACCO TAX AMENDMENT

(Continued from Page 3

I for a reduction in the capital stock tax, a reduction in the tobacco tax, and a reduction in other taxes. But with only $160,000,000 available we can not possibly in this joint resolution make all of the reductions that we think the taxpayers of the country are entitled to have."

Senator Barkley's Amendment

Subsequently, Senator Barkley, of Kentucky, offered an amendment reducing the tax rates on tobacco products as follows: Cigarettes to $1.50 per thousand; large cigarettes to $5 per thousand; tobacco and snuff to 5 cents per pound; little cigars to 50 cents per thousand, while cigars would be reduced so that the rates would range from $1 per thousand on Class A to $10 per thousand on Class E.

After a most forceful argument made by Senator Barkley in support of his amendment, the amendment was voted down without a record vote.

According to a newspaper report, the amendment "was howled down on a viva voce vote, and that action a few minutes later was reaffirmed even more vehemently when a reconsideration of the first vote was asked."

Senator Barkley's Remarks

Among other things, Senator Barkley, in arguing for the adoption of his amendment, said:

"We have heard a lot about farm relief and about agricultural depression. The amendment offered by me today is specifically designed to aid the growers of tobacco.

"It may be a surprise to Senators to learn that last year tobacco paid $434,000,000 in taxes into the treasury of the United States, which represented one-eighth of all the revenues from all sources. Last year the increase in the tax on tobacco amounted to practically $40,000,000, or one-fourth of the amount by which we are now proposing to reduce the taxes of the people of the United States. If the farm relief bill which we enacted into law a few months ago had afforded any hope to the tobacco grower I might not have sought now to offer the amendment to bring the situation to the attention of the Senate. But under the farm relief act the Federal Farm Board is limited to dealing with co-operative marketing associations; and even in its dealings with co-operative marketing associations it is authorized mainly to loan money to them. There is now no co-operative marketing association among the tobacco growers of the United States. Several years ago they attempted to organize, and did organize, co-operative marketing associations, but because those on the inside were unable to bear the burden of themselves and also of those who remained on the outside there has been serious question, at least, as to the efficacy and the success of one of those organizations. To say the least of it, the result of their effort has been such that it is not now probable that any practical organization of tobacco growers can be effected so as to bring them under the terms of the farm relief act authorizing the Federal Farm Board to loan money to such organizations; but if they organized, if they brought themselves within the law, all they could obtain from the Federal Farm Board would be a loan of money that might assist them in carrying their crops until they could feed them to the market as the market might be able to absorb them.

"The result of the existing situation has been that the price paid to the grower of tobacco is lower this year than it was last year. The price paid to the grower of tobacco of all characters and kinds has been driven down, in part by this very tax which I am seeking to reduce, until many tobacco growers are unable to obtain as much for their crop as it costs them to produce it. I have received resolutions, letters, and petitions from tobacco growers in the State of Kentucky, and I am informed that in other states the tobacco growers have likewise petitioned members of the Senate to bring about a reduction in these taxes, because those who purchase the raw product from the farmer, when they come to him and offer him a price for it, say, 'We can not afford to pay you more than a certain price per pound for your tobacco, because the federal tax is so high that in determining how much we can pay you we must take that into consideration as well as the expense involved in the various processes of manufacture before calculating any profit for ourselves.'

"I realize, Mr. President, that tobacco is regarded as a luxury and that taxes yielding at least one-eighth of all the revenues of the United States are levied upon tobacco and tobacco products because they are regarded as luxuries. Many things that yesterday were luxuries have become necessities of today, and while to the smoker, to the chewer, and to the snuff dipper, if there are any left among our people, tobacco and its products may be a luxury, it is a necessity to the man who, as the colloquial saying has it, is required to work thirteen months out of every twelve months in order to produce a crop. It is to him a dire necessity, an inevitable money crop, without which he can not meet expenses, educate his children, pay for his land, and pay the interest on his investment and on his borrowed money.

"We might, in one sense of the word, say that certain kinds of clothing are luxuries because the individual can wear a cheaper quality. We might in one sense of the word say that the enjoyment of turkey on the table is a luxury because it is possible to subsist on fat bacon without the luxurious foods which we all enjoy. Tobacco may be in one sense a luxury, but in another sense it is a necessity; and I believe that it is unfair to the growers of tobacco in the United States to require them and those who purchase their crops to contribute one-eighth of the entire revenues of the United States, which they are doing. It is because of that situation, Mr. President, that I have offered to the joint resolution this amendment, which proposes to reduce the taxes on tobacco about one-third in toto.

"The figures of the Treasury Department show that last year the increase in the tax on tobacco was about $40,000,000, and while the tax on the farmer's product has been increasing the price which he has been receiving for his product has been going down. That is an unhealthy, an unwholesome, and an unfair situation. It is impossible, of course, to say how much of this burden is borne by the producer of the tobacco; but the fact can not be denied that he is bearing a considerable portion of it. It is in his behalf that I urge this amendment upon the Senate."

It may be added that the voting down of Senator Barkley's amendment in such emphatic fashion was due to a desire on the part of the Senate to rush through the income tax resolution *without amendments*, rather than to a determination that the present taxes on cigars, cigarettes and tobacco should remain unchanged. This action of the Senate can certainly not be regarded as a decision on the merits of the case.

In fact, Senator Simmons has pointed out, at the present moment, there was only $160,000,000 available for tax reduction purposes, which is all absorbed by the income tax reduction.

CIGAR PRODUCTION SHOWS SLIGHT DECLINE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of November, 1929, and are issued by the bureau. (Figures for November, 1929, are subject to revision until published in the annual report):

Products	*November*	
Cigars (large)	*1928*	*1929*
Class A .....No.	311,364,175	326,597,340
Class B .....No.	56,500,167	45,970,153
Class C .....No.	239,380,958	227,810,384
Class D .....No.	16,477,467	15,815,784
Class E .....No.	6,807,925	6,744,683
Total	630,530,692	622,938,344
Cigars (small) .....No.	35,435,000	28,895,773
Cigarettes (large) ...No.	1,559,061	976,936
Cigarettes (small) ...No.	8,536,425,793	9,041,042,673
Snuff, manufactured..lbs.	3,412,075	3,495,774
Tobacco, manufactured .....lbs.	26,734,292	24,846,124

Note.—The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the November Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of November.

Products	*November*	
Cigars (large)	*1928*	*1929*
Class A .....No.	8,005,505	12,947,450
Class B .....No.	690,100	306,500
Class C .....No.	2,467,210	1,523,978
Class D .....No.	8,000	2,500
Class E .....No.	2,500	1,000
Total	11,173,315	14,781,428
Cigars (small) .....No.	.....	1,000,000
Cigarettes (large) .....No.	625,400	200,800
Cigarettes (small) .....No.	133,690	50,000

Tax-paid products from the Philippine Islands for the month of November:

Products	*November*	
Cigars (large)	*1928*	*1929*
Class A .....No.	15,197,800	11,079,610
Class B .....No.	250,220	113,523
Class C .....No.	141,830	90,034
Class D .....No.	5,874	4,081
Class E .....No.	551	70
Total	15,596,275	11,287,318
Cigarettes (small) .....No.	228,490	22,590
Tobacco, manufactured .....lbs.	103	214

Note.—Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the November Statement of Internal Revenue Collections

Objects of taxation	*First five months Fiscal year*	
Tobacco manufactures:	*1929*	*1930*
Cigars	11,051,776.77	10,773,979.27
Cigarettes	143,848,018.31	156,782,837.72
Snuff	2,973,873.11	3,026,728.62
Tobacco, chewing and smoking	26,260,731.37	26,047,564.95

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CANNOT PROHIBIT CIGARETTE ADVERTISING

Local prohibition of cigarette and other tobacco advertisements on billboards and in street cars, when the use of such commodities is sanctioned, was declared unlawful by District Judge David W. Moffat, Salt Lake City, Utah, when he ruled a test case out of court November 23.

Judge Moffat declared that in a state where smoking is lawful, municipalities have no legal authority to prevent the advertising of cigarettes and tobacco any more than they could prevent the advertising of other commonly and widely used commodities.

"A legislature," he said, "cannot make it unlawful to use property for advertising something which is lawful under the laws of the state. If such a law were a health measure, backed by police power, the legislature might lawfully prohibit the sale of tobacco. But if that is its purpose it should attack the matter directly and not attempt to curtail the use of tobacco by limiting the use of property."

I. J. ABRAMSON DEAD

I. J. Abramson, cigar and tobacco jobber, of 329 South Fifth Street, passed away suddenly at his home on Monday, December 16th.

Although Mr. Abramson had not been in good health for some time, his death was entirely unexpected. He was forty-seven years old.

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SHOP MATE:—45,620. For tobacco and snuff. November 27, 1929. George W. Helme Co., Inc., New York, N. Y. (By consent of The American Tobacco Co., Inc., New York, N. Y.)

HELP MATE:—45,621. For tobacco and snuff. November 27, 1929. George W. Helme Co., Inc., New York, N. Y. (By consent of The American Tobacco Co., Inc., New York, N. Y.)

CHIEF MATE:—45,622. For tobacco and snuff. November 15, 1929. George W. Helme Co., Inc., New York, N. Y.

TALL CORN:—45,624. For all tobacco products. December 17, 1929. George Schlegel, Inc., New York, N. Y.

GREEN CANOE:—45,625. For cigarettes only. December 19, 1929. Jacob Rich, New York, N. Y.

TRANSFERS

OPIA:—20,951 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered May 18, 1899, by Geo. S. Harris & Sons, New York, N. Y. Through mesne transfers acquired by Wm. P. Heim, Binghamton, N. Y., and re-transferred to J. C. Heckert & Co., Dallastown, Pa., November 11, 1929.

SULGRAVE:—43,271 (Tobacco Merchants' Association). For all tobacco products. Registered May 24, 1923, by American Litho. Co., New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., December 14, 1929.

SULGRAVE MANOR:—43,248 (Tobacco Merchants' Association). For all tobacco products. Registered May 24, 1923, by American Litho. Co., New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., December 14, 1929.

URSUS:—14,716 (Tobacco Leaf). For cigars. Registered February 10, 1898, by The Calvert Litho. Co., Detroit, Mich. Transferred to C. Waldbott & Co., Chicago, Ill., and re-transferred to Bernhardt H. Dahlheimer, Chicago, Ill., December 7, 1929.

VICTORIS:—21,333 (Tobacco Leaf). For cigars, cheroots and cigarettes. Registered June 15, 1901, by Calvert Litho. Co., Chicago, Ill. Through mesne transfers acquired by C. Waldbott & Co., Chicago, Ill., and re-transferred to Bernhardt H. Dahlheimer, Chicago, Ill., December 7, 1929.

TRADITION:—45,619 (Tobacco Merchants' Association). For cigars. Registered November 29, 1929, by Bayuk Cigars, Inc., Philadelphia, Pa. (This certificate is issued upon presentation made to us that the trade-mark or trade name specified though apparently not heretofore registered in any of our Affiliated Bureaus has been in use by M. H. Smaltz & Son, Inc., Womelsdorf, Pa., since September, 1924, and acquired by the registrant through a transfer on October 24, 1929.)

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given than an application has been filed with us for the registration of the following trade-mark, and that same will be registered unless we shall be advised of the existence of any valid rights thereto by written notice setting forth specifically the basis of such claims on or before the registration date set opposite the trade-mark:

QUEEN OF CUBA—January 2, 1929.

TOBACCO CROP OF MACEDONIA AND THRACE

REVIEWING the 1929 tobacco crop situation in Greek Macedonia and Thrace, Consul Charles J. Piser, in a report released through the Tobacco Section, Department of Commerce, states that what promises to be the largest crop in the tobacco growing history of these areas is expected. Continued favorable returns in previous years, a steady demand for Greek tobacco, and the general improvement in the financial resources of the planters, contributed to the successful crop. The optimism prevailing up to August was somewhat dampened by unfavorable climate conditions prevailing at the end of August and through September, frequent rains preventing normal ripening, harvesting and drying of the late tobacco. The quality of the tobacco harvested before the rains, "first" and "average hands," constituting 60 to 80 per cent., is for the greater part exceptionally good. The "last hands" and other leaves, and the late tobacco, will be of inferior quality, somewhat red in color and will carry a certain proportion of waste. It is believed that 10 per cent. will cover loss in yield with an appreciable alteration in quality.

Original estimates place the yield for 1929 at 118,795,248 pounds, as compared with 77,619,280 pounds in 1928, and 86,461,000 pounds in 1927. Favorable growing seasons and an increase from 152,500 acres to 182,000 acres account for the large crop. The greater part of the increase in acreage was in Central and Western Macedonia, where the introduction by the refugees of the Smyrna and Samsoun types met with considerable success. The estimated yield in this section is double that of 1928, while in Eastern Macedonia the increase is approximately 40 per cent. In the Xanthi District of Thrace the early crop of "first hands" has not been good in quality, although small leaves are good. Late tobacco suffered from rain and cold. The crop was early and was harvested under most favorable conditions. Good reports come from the districts of Komotini and Hebra: in the latter, however, the crop is said to be less than last year.

In Eastern Macedonia, district of Nestos, small leaves and "first hands" are especially good, the same applying to the Pravi district. The department of Serras suffered considerably, but early tobaccos are good. Yield in the department of Drama is exceptional, there having been little rainfall. Small leaves in other districts of Eastern Macedonia suffered, but "first hands" are regarded good. The yield in Central and Western Macedonia presents a mixed character in almost all districts. Approximately 75 per cent. of the crop is reported good. Late tobacco and small leaves encountered adverse climatic conditions during September; however, later fine weather had a favorable influence, the anticipated loss being materially reduced.

According to figures supplied by the offices for the protection of Greek tobaccos, at Salonika and Kavalla, the stocks of tobacco on hand in the provinces of Greek Macedonia and Thrace, at the end of June, 1929, amounted to 101,391,560 pounds, merchants holding the bulk, with 3,374,592 pounds in the hands of the growers. During the September quarter, 6,931,072 pounds of tobacco were exported from the area under review, Germany taking 3,107,476 pounds, Austria 2,006,563 pounds, Belgium 469,029 pounds, Czechoslovakia 402,882 pounds, Poland 281,118 pounds, and the United States 102,148 pounds, the balance being distributed for the most part over Europe.

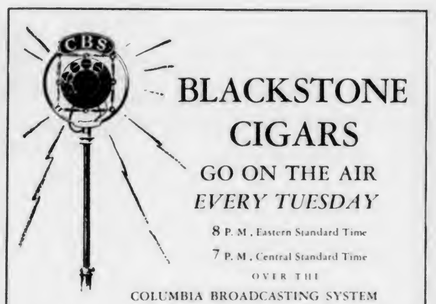
An estimate on distribution of the 1928 crop during the present season credits Germany, the largest buyer as regards volume, with 34,000,000 pounds; American ports are credited with 15,500,000 pounds, and Mediterranean ports with 14,000,000 pounds; Europe, other than Germany and Mediterranean ports, is credited with nearly 4,000,000 pounds. American interests purchase the highest grades grown in the areas; Germany will absorb the bulk of Western and Central Macedonian tobaccos.

LIBRARY RECEIVED JAN 17 1930 U.S. Department of Agriculture

JANUARY 15, 1930

VOLUME 50 No. 2

THE TOBACCO WORLD



BLACKSTONE CIGARS GO ON THE AIR *EVERY TUESDAY*

8 P. M., Eastern Standard Time
7 P. M., Central Standard Time
OVER THE
COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Omaha		Syracuse	WFBL
Boston	WNAC	Council Bluffs	KOIL	Washington	WMAL
Buffalo	WKBW	Philadelphia	WCAU	Rochester	WHEC
Kansas City	KMBC	Pittsburgh	WJAS	Harrisburg	WHP
New York City	WABC	Providence	WEAN	Minneapolis	WCCO
Oil City	WLBW			Detroit	WGHP

2 for 25¢ Size
Cellophane wrapped
NOW 10¢

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Many Happy Returns

The Christmas holidays have come and gone leaving behind nothing but pleasant memories and good wishes for the year to come.

And as in former years many of the presents that were received from loving friends were boxes of good cigars.

Why is it that gift cigars come in wooden boxes?

It's because a wooden box enhances and dignifies the cigars that are within it, and furthermore assures the recipient that the cigars must be good or they wouldn't be packed in a wooden box.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 2

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, JANUARY 15, 1930 — Foreign $3.50

NEW YORK STARTS QUIZ OF UNITED ACTIVITIES

FOLLOWING the announcement of the newly appointed auditors, who are investigating the books of the United Cigar Stores Company, by order of the new management, that the net profits of the company for the year 1928 was only $4,525,608 and not $8,352,762, as had been reported by the Whelan management, Watson Washburn, Assistant Attorney General and head of the Securities Bureau of New York State, announced last week that "transactions of the United Cigars Stores Company under its former management are under investigation" by his office. Mr. Washburn said that several of the former officers had consented to appear voluntarily at the bureau for questioning on Tuesday.

Whether Mr. Washburn plans to question Mr. Whelan could not be learned, but it is considered unlikely that he will appear, as he has recently been under treatment in a sanatorium. He is reported to have suffered a nervous breakdown aggravated by the recent crash of the stock market.

The Whelan group sold control of the company last August to a syndicate headed by George K. Morrow, chairman of the Gold Dust Corporation. In October the new directors passed the dividend on the preferred stock, upon which regular payments had been made since 1912. The Morrow management said it had discovered that recent dividends had been paid from surplus, and that cash would have to be conserved.

An adjustment of the accounts by the new management completely wiped out a surplus of nearly $22,000,000 as reported in the annual statement of December 31, 1928, and replaced the item with a deficit of $776,286, as of June 30, 1929.

The passing of the preferred dividend in October was one of the unsettling factors accelerating the crash of the stock market late that month and in early November. The common stock sold as high as $27.50 a share last spring, but recently touched $3. It closed last Friday at $4.50. The preferred stock, having sold as high as $104 a share earlier last year, dropped to $19.87, and last week was quoted at $31 bid, $34 asked.

DRUG, INCORPORATED, MERGES WITH OWL COMPANY

George M. Gales, vice-chairman of Drug, Incorporated, announced last week that the merger of the Owl Drug Company with Drug, Incorporated, had been definitely consummated.

Mr. Gales said that Owl Drug Company, a leading factor in the retail drug trade on the west coast, brings to Drug, Incorporated, important new retail outlets for its manufacturing plants, such as the complete line of drugs manufactured by the various factories of the United Drug Company, of Boston.

I. R. T. A. TO ASK DRASTIC REMEDY FOR INDEPENDENT RETAILERS

AT a meeting of the Independent Retail Tobacconists' Association held at the Hotel Pennsylvania on January 7th, Benjamin Gorlitzer outlined proposals intended to provide remedies for certain evils in the retail tobacco industry, so far as the small dealer is concerned, and to combat the menace to him of the large chain store merchants, who have been waging a cigarette price war.

The first remedy suggested would be an amendment of the Federal law, under which various brands of cigars are now classified only broadly, to group all manufactured tobacco products according to a strict price scale at which they should be sold. This would standardize the industry, according to Mr. Gorlitzer, and prevent cut-rate selling.

The second remedy would be to require every retail merchant of tobaccos to employ as a clerk in each of his shops at least one man licensed by a Commission to be formed by the retailers after passing an examination as to the quality of tobacco products. This, it was urged, would compel every shop to pay the salary of an experienced employee, which, it was alleged, many of the chain organizations are not doing now.

It was also proposed that some plan be devised whereby the minority stockholders in chain tobacco stores or tobacco manufacturing concerns might sue their corporations when the latter are not paying dividends as a result of selling at non-profit-making prices. This plan, it was suggested, would directly affect the large merchants who operate on a scant margin basis.

In framing the proposals, Mr. Gorlitzer was assisted by Joseph H. San and Joseph Schottland, legal counsel. It was said that immediate steps would be taken in an effort to obtain legislative action on the suggestions.

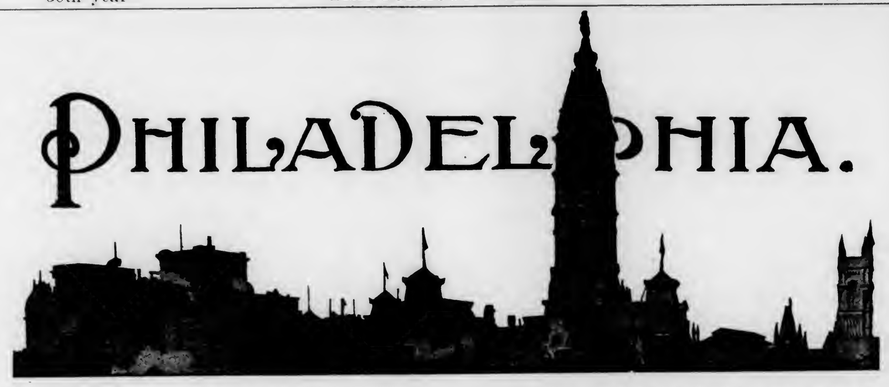
TAMPA HAS RECORD YEAR

All production records for the Tampa cigar factories were broken in the year 1929,when it was found that the year had closed with a total production of 504,753,265, which was 3,374,775 cigars more than the previous record established in 1923, and 14,578,707 cigars more than were manufactured in that city during 1928.

Internal Revenue receipts were $2,640,438, which is an increase of $26,764 more than was paid in 1928.

The month of December was an excellent month for the factories there, and production figures were approximately 500,000 more than for the same month of 1928. Tampa manufacturers are jubilant over the fine showing made in 1929 and are confidently looking forward to a further increase in production for the year 1930.

PHILADELPHIA.



BAYUK HAS RECORD YEAR

ACCORDING to the *Philadelphia Financial Journal*, total production of cigars of Bayuk Cigars, Inc., for the year 1929, will exceed 300,000,000, which is the greatest number manufactured in any one year in the history of the company. Production for the year 1920 was 143,782,106 cigars.

Manufacturing operations of Bayuk have become centralized to a greater degre than ever before in the current year and as a result a number of factories of the company have been reduced. This has been in part a result of the trend in the industry to machine manufacture, as opposed to hand manufacture. In line with this Bayuk completed and equipped in the last eighteen months substantial additions to factories in this city. Included in this expansion and development program was the addition of a new building, equipped to have an annual capacity of 175,000,000 to 200,000,000 machine cigars in 1928, at a cost of $2,500,000.

In carrying out its development program, company followed policy of putting earnings back into property. As a result, although earnings of the company have been consistenly good for a number of years, no dividend payments were made to common stockholders until October, 1928, when a $2 annual rate was established. This rate was continued up to the last dividend meeting, when commmon stock was placed on a $3 annual basis with the declaration of a dividend for the quarter of seventy-five cents.

Since 1922 issue of eight per cent. perferred and issue of seven per cent. second preferred have been converted or retired, and capital structure now consists of $4,449,800 shares of seven per cent. cumulative first preferred and 98,851 shares of no-par common. Surplus has been increased from $356,424 at the end of 1922 to $4,290,642 at the end of 1928. Book value of the common stock in that same period has increased from $21 in 1922 to $74.

Earnings of Bayuk for 1929 will be larger than last year. In November, last, Samuel Bayuk, president, estimated in a letter to stockholders, that earnings for the common would easily exceed $10, and there is no reason to change that estimate.

In October, last, company earned $1.55 on the common, bringing the total for the ten months' period to $8.29. For the full year 1928 company reported balance for the common of $896,901, equal to $9.07 a share on the outstanding 98,842 shares, and in 1927 balance of $1,062,556, equal to $13.60 a share on 79,106 common shares.

Last quarter earnings will be better than for same period of 1928, when balance for common amounted to $282,653, equal to $1.91 a share.

"HENRIETTA JUNIOR" ARRIVES

LAST week, the latest addition to the Otto Eisenlohr & Brothers, brands made its appearance on the market. It is the "Henrietta Junior" and retails at five cents each. The new junior is somewhat larger than the former junior size and is wrapped in cellophane bundles of five, thus insuring their perfect condition and preventing the breaking of the wrappers when carried in the pocket.

Two new sales representatives have been added to the force of Otto Eisenlohr & Brothers, in the person of William J. Lucki, formerly associated with the Akron Cigar Company, who will now cover the Lancaster, Pa., territory, and W. H. Crumplen, who will cover the Allentown territory.

A sales convention was held on December 30, under the direction of Sales Manager John P. Sweeney and plans were discussed for an intensive campaign on "Cinco" and "Henrietta" for 1930.

John J. Rogers was a recent visitor at the Philadelphia headquarters.

MRS. LAURA VANDEGRIFT

Mrs. Laura Vandegrift, widow of Asa W. Vandegrift, passed away at her home, 4712 Pulaski Avenue, Philadelphia, on December 31, 1929, following a short illness. Although Mrs. Vandegrift had not been in good health for some time, her death was very unexpected at this time.

Funeral services were held from her late residence on January 2, 1930, at 2 P. M., and were attended by many friends of her late husband, who was prominent in the cigar box manufacturing industry.

She is survived by her son Nelson M., who is head of the firm of Sheip & Vandegrift, Incorporated, manufacturers of cigar boxes and millwork.

NEW PHILIP MORRIS REPRESENTATIVE

W. Foley, formerly located in New York City, has been appointed divisional manager for the Philip Morris Company, ltd., and will open headquarters here, to succeed Otto Popper, who resigned, effective January 1st.

The Improved Long-Filler Bunch Machine

LABOR, STOCK AND MONEY-SAVING FEATURES

A—The Suction Binder Table attachment assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as this is done by hand, a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunch can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

The Price of the Model S Universal Long-Filler Bunch Machine (non-blending type) equipped with 1/6 H. P. motor, individual-drive equipment and two chairs is

$1650

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine). With individual direct-connected, motor-driven Blower $75. extra.

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Price Folder and complete Model S information

The MODEL S UNIVERSAL

(Non-Blending Type)

Long-Filler Bunch Machine

For High-Grade Work

Has Been Improved With Three Important Features That—

Assure uniform, high-quality bunches equal to hand work, in every respect.

Save stock, labor and production costs.

Cause smoother running and lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

THE Model S Universal Long-Filler Machine is now being made with (or without) Suction Binder Table, and with (or without) individual direct-connected, motor-driven Suction Fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

This High-Grade, Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

UNIVERSAL TOBACCO MACHINE CO.

40 East 34th Street, New York

Prominent Cigar Box Firms Merge Interests To Form New Autokraft Box Corporation

THE tendency of the cigar industry toward a few large corporations with volume production and plant concentration has for some time past turned the minds of the wooden cigar box manufacturers toward similar steps in the interests of service and economy for their customer, as well as for themselves.

While rumors of mergers and consolidations have been abroad for some time, the news of the formation of the Autokraft Box Corporation, on January 1, 1930, came somewhat as a surprise.

The consolidation merges the interests of the Leschey-Myers Cigar Box Company of York, Hanover and Philadelphia, Pa.; The Wadsworth-Campbell Box Company, Detroit, Mich., and Hopkinsville, Ky.; Wiedmann-St. Louis Box Company, St. Louis, Mo.; Globe Box Company, Lima, Ohio; Chicago Box Company, Chicago, Ill., and The Ceise Cigar Box Company, Cincinnati, Ohio.

The above concerns represent some of the most important in the wooden cigar box industry, and for the first time the industry can point to a manufacturing corporation which in relation to its field compares most favorably with such large concerns in the cigar manufacturing business as The General Cigar Company, The American Cigar Company and The Consolidated Cigar Company, each one of which has reached its present position through the outright purchase or consolidation of various important individual cigar manufacturing organizations. This new cigar box manufacturing corporation represents a most important and progressive step in the further development of the cigar box business.

HARRY W. BUCKLEY
President, Autokraft Box Corporation

Important not only because of the steadily increasing concentration of output in the cigar industry, but from the standpoint of flexible production to meet the requirements of the vast cigar manufacturing mergers which have been developed over a period of time.

This new cigar box corporation represents a production of 25,000,000 boxes annually and has a capacity at the present time of more than 40,000,000 annually.

It will be seen that the branch factories of the Autokraft Box Corporation are located at strategic places which enable it to render a transportation and shipping service heretofore impossible, with the added strength of being able to set up a plant with a complete and efficient organization at any new point where it may be necessary in order to render a better service to its customers.

This new company will operate its plants with the most modern and efficient labor-saving devices developed up to the present time. In their plants both automatic and semi-automatic equipment is available to meet the requirements of any customer. It is able to produce in volume a standardized article to meet the most exacting specifications.

Volume production offers possibilities of economies in administration and in manufacture only obtainable in this manner.

The mechanization of plants as a departure from hand methods, has increased plant and shipping facilities, with productive power and capital never before known in the cigar box industry, and provides a satisfactory method for the supplier to keep in step with the demands of new manufacturing operations developed by the customer industry.

Manufacturing economies by the old method of producing cigar boxes have seldom been effected without lowering the quality of the product. The small savings resulting from the use of cheaper materials, have for the most part been offset by the loss in sales value to the customers' product through being offered in inferior containers.

The volume of business accruing to the smaller manufacturing plants has never been sufficient to provide for research work which is most necessary for the progressive suppliers to most efficiently serve the increasing demands of the customer.

The Autokraft Box Corporation by the merging of some of the more important units in the cigar box industry is now in a position to enlarge their research department, refine their present processes and improve their finished product at a cost comparable with the same article fabricated from cheaper materials. The discriminating cigar manufacturer will find this new corporation offering the fullest co-operation in meeting the most exacting requirements for a cigar container of the highest quality.

Still more important will be the flexibility of the new company to meet the changing demands required by its customers. Change of location effecting shipping facilities will be readily met by the facilities of a "Nation Wide Service" now available. Cigar box manufacturers in the past were unable to meet the cost of installing new plants in distant territory, but with

(*Continued on page 13*)

When the table talk turns to cigarettes —

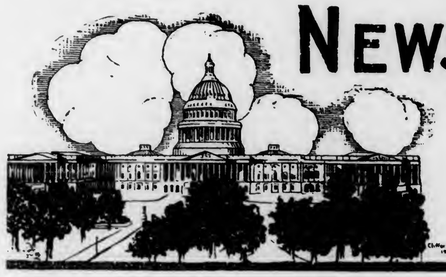
the men smile quietly and say: "To smoke Camels is to know the real pleasure of smoking."

The preference of experienced smokers has made Camels by far the most popular cigarette in the United States.

Camel

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

CIGARETTES



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

MAKING somewhat better speed in its consideration of the tariff bill, it is probable that the Senate will dispose of the measure some time next month, with possibilities that the legislation may become law early in the spring.

The Senate has nearly completed its consideration of the finance committee amendments, and within a few days will begin its second reading of the measure, during which amendments will be offered "from the floor," that is, by individual members. It is not expected that this will require a great deal of time, as the heaviest fights upon rates are now being made.

It is now one year since the House Committee on Ways and Means began the hearings which were held preparatory to the drafting of the measure. The bill was introduced in the House early in May and adopted before the end of the month. It then went to the Senate, where hearings were held by the finance committee, and since then has been almost continuously before the Senate.

The tariff bill has been the cause of a decided split in the Republican ranks, with the formation of a coalition between the Progressive-Republicans and the Democrats, which has been successful in securing the adoption of practically everything it has proposed, despite a stiff fight on the part of the greatly outnumbered administration Republicans.

Census of Manufactures Again Planned

Final plans are now being made by the United States Census Bureau for the taking of the census of manufactures and the census of distribution which are to form a part of the intensive survey of the United States to be made this year by the Government. The census activities of 1930 will include not only these two surveys, but a count of the population, a census of agricultural activities and numerous subsidiary investigations.

Included in the census of manufactures will be a survey of the tobacco industry and the distribution of its products will be covered in the distribution census. Every effort will be made to secure the prompt publication of the data which will be gathered, and it is hoped to have some of the smaller reports ready before the end of the year.

Schedules on which the various censuses are to be taken are now nearing the end of their printing and some are already being distributed. The remainder will be sent out as rapidly as they are received from the Government Printing Office, and manufacturers and merchants will be asked to furnish the desired information as quickly as possible.

NETHERLANDS HEADS EUROPEAN MARKETS

THE Netherlands stands in the front rank of the world's international tobacco markets, according to a study of the tobacco trade of that country made public Monday by the Department of Commerce. With the possible exception of Germany, where complete statistics are not kept for the free ports of Hamburg and Bremen, it is the first of European tobacco markets. The annual turnover of leaf tobacco on the Dutch markets during the five-year period 1923-1927, amounted to 222 million pounds, as compared with 199 million pounds imported into Germany and 192 million pounds imported into the United Kingdom.

United States and German buyers, the study shows, are especially well represented at the annual auctions in Amsterdam and Rotterdam. The former port is not only a most important center of distribution for tobacco leaf from the Dutch East Indian colonies, but also collects large quantities of tobaccos from Asia Minor, Greece, Rumania, Hungary, Italy, Algeria, the United States and South America. With the exception of Sumatra wrapper, many types on the Netherland international market compete with American left, the extent of this competition depending mainly upon the price factor in the various competing countries.

In normal times, the study reveals, Germany takes more than two-thirds of the tobacco handled in the Netherlands, Belgium and France following as the next largest buyers. The United States ranks next to France as a buyer of East Indian tobaccos in theNetherlands and takes more of the Sumatra tobaccos than any other country except Germany. In 1927, Amercian purchases amounted to nearly 7,000,000 pounds, 5,450,000 of which were Sumatra.

With the exception of that which is purchased by the Dutch for use in their own factories, relatively little American tobacco is sold on the Netherlands International market. Of the twenty-two million pounds of United States leaf marketed in the Netherlands in 1927, 80 per cent. was purchased by Netherlands factories.

The method of marketing Netherlands East Indian tobacco is unique, the report shows. The entire crops of Sumatra and Java and part of the crops from Borneo are shipped to Amsterdam and Rotterdam, where they are sold at public tenders known as inscriptions. The method employed is that of sealed bids, and buyers, not knowing what their competitors are willing to pay, must nevertheless endeavor to submit higher bids. The result is that tobaccos frequently

(Continued on Page 14)

With moderation

THE GRIM SPECTRE

of that future shadow may be avoided

AVOID THAT FUTURE SHADOW*

By refraining from over-indulgence, if you would maintain the modern figure of fashion

Women who prize the modern figure with its subtle, seductive curves—men who would keep that trim, proper figure, eat healthfully but not immoderately. Banish excessiveness—eliminate abuses. Be moderate—be moderate in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for a **Lucky** instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain the lithe, youthful, modern figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

"Coming events cast their shadows before"

"It's toasted"

*Be Moderate! . . . Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tablets or other quack "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a **Lucky**" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N.B.C.

© 1930, The American Tobacco Co., Mfrs.

SIR WALTER'S friendly talks in all the leading magazines are daily swelling the sales of Sir Walter Raleigh smoking tobacco. It will "move" as fast as the fastest selling brand you ever carried —and faster if you display it.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 Up

BANNER YEAR FOR TRELLES & COMPANY

MTRELLES & COMPANY, cigar manufacturers of New Orleans, La., have announced that the year 1929 was the biggest year in the history of their company, with a total production of approximately 25,000,000 cigars.

Their brand, "El Trelles," is manufactured strictly by hand, contains the choicest Havana filler, and are made in a variety of shapes and prices to fit everyone's purse and taste.

Commenting on the excellent year, Marcino Trelles said: "This increase is due to the fact that all our efforts are to maintain the quality of our product at all times, and to give our customers good service. The service and the quality which we maintain are appreciated by our jobbers in their loyalty."

R. A. BACHIA DEAD

Richard A. Bachia, one of the best known men in the Havana cigar manufacturing industry, and head of the firm of R. A. Bachia & Company, clear Havana cigar manufacturers, of Long Island, N. Y., passed away at Bay Shore, L. I., last Thursday. Mr. Bachia had been in ill health for a long time, and his death at this time was caused by neuritis of the heart and accompanying complications.

Mr. Bachia became associated with the tobacco industry more than forty years ago as a salesman for a leaf tobacco packing house in New England, but soon became attached to the Havana tobacco end of the business and never forsook that branch of the industry.

After several promotions in his field of endeavor, Mr. Bachia decided to embark in the clear Havana manufacturing business himself and so established himself in Long Island City and placed on the market his "Flor de Bachia," a cigar which has established a reputation for quality, and whose sales have far exceeded the dreams of Mr. Bachia.

Mr. Bachia always insisted on inspecting every box of cigars personally that passed from his factory as long as that was possible which no doubt was a contributing factor to his success as a manufacturer of quality cigars.

He is survived by his widow, Mrs. Emily F. Bachia, and one son Richard A., J., who was associated with his father in the firm.

Funeral services were held on Monday, January 13, with interment in Calvary Cemetery, Long Island City. He was seventy-two years of age.

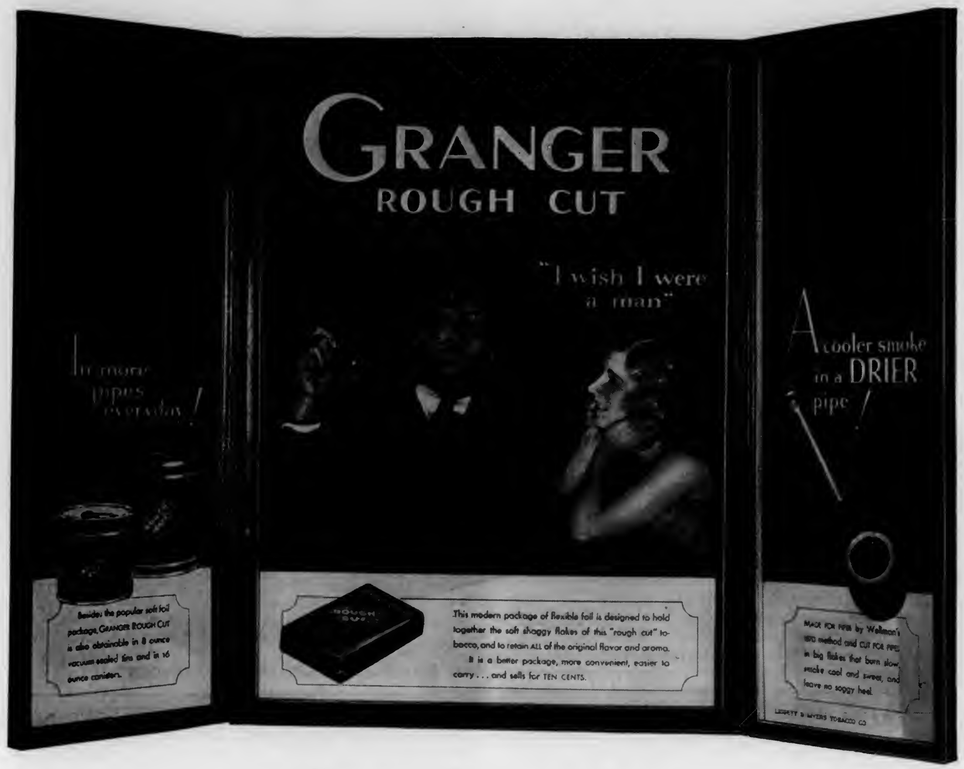
MORE THAN 4,000,000 LIGHTERS SOLD

In answer to a request received by the editor of *Printers' Ink* as to approximately how many pocket and table cigar lighters have been sold since the lighter industry has been rejuvenated by making bigger and better lighters, a brief survey was conducted and they found that eight out of twelve smokers owned lighters and three out of six non-smokers owned lighters.

They state that it is a curious coincidence that smokers and non-smokers who have any lighters at all, possess two apiece.

By a process of reasoning, and estimating the number of smokers and non-smokers in the United States, they arrived at the conclusion that 4,256,000 have been sold in this country since the lighters again became popular.

In conclusion they state that that is as good a guess as can be made, and we quite agree with them.


GRANGER
ROUGH CUT
"I wish I were a man"
A cooler smoke in a DRIER pipe!
Besides the popular soft foil package, GRANGER ROUGH CUT is also obtainable in 8 ounce vacuum sealed tins and in 16 ounce canisters.
This modern package of flexible foil is designed to hold together the soft shaggy flakes of this "rough cut" tobacco, and to retain ALL of the original flavor and aroma. It is a better package, more convenient, easier to carry . . . and sells for TEN CENTS.
MADE FOR PIPES by Wellman's slow method and CUT FOR PIPES in big flakes that burn slow, smoke cool and sweet, and leave no soggy heel.
LIGGETT & MYERS TOBACCO CO.

FOR JANUARY

A display like this not only sells tobacco — it reflects the spirit of the season. January is a fireside month — a time for comfortable evenings at home — warm friendships — fragrant pipes. This artistic display either in screen (as illustrated), or cut-out, will give a window a distinctive character, — an attractiveness that will beckon to the passer-by.

LIGGETT & MYERS TOBACCO CO.

GRANGER ROUGH CUT

Lorillard Reduces "Muriel" Price

EFFECTIVE January 1st, the P. Lorillard Company, announces a reduction in price of the "Muriel," perfectos size, which formerly sold at two for a quarter, to ten cents each.

The outstanding quality of this cigar and the advertising and sales campaign carried on during 1929 has accomplished a gratifying increase in the sales of this popular brand, and the reduction in the price to ten cents each will undoubtedly result in a much greater increase in popularity of this size and brand during 1930.

The reduction is made possible through the adoption of thoroughly modern practices of manufacture and this reduction in cost has been divided between the jobber and consumer, and although the margin of profit has also been reduced to a minimum the certain increase in sales is expected to offset this item.

Arrangements have been made to advertise "Muriel" on a national scale, using the *Saturday Evening Post*, *Collier's Weekly*, and newspapers throught the country.

The advertising will feature the change in price, also the fact that they are now cellophane wrapped, and will be concentrated on the Perfectos size, formerly two for a quarter—now ten cents.

THE MURIEL PERFECTO—NOW TEN CENTS

PORTER HEADS AMERICAN SUMATRA

At a special meeting of the board of directors of the American Sumatra Tobacco Corporation, held on December 30th, Seton Porter, chairman of the board was elected president of the company, to fill the vacancy caused by the recent death of Louis Leopold. Mr. Porter has been chairman of the board since 1926 and will continue to act in that capacity as well as president of the corporation.

Emil Trueb and William P. Miller, were also elected vice-presidents of the corporation. Emil Trueb will also continue as treasurer, and Mr. Miller will continue as assistant-treasurer. Both Mr. Trueb and Mr. Miller have been associated with the corporation since its organization in 1910.

DEMUTH SUES ON INFRINGEMENTS

Following the publication of an open letter by Wm. Demuth & Company, stating that any infringements on their patent cigarette topper, which is a product of Demley, Incorporated, a subsidiary of Wm. Demuth & Company, would be promptly prosecuted, the company has announced that they have now entered suit for alleged patent infringement against the Guardsman Manufacturing Company, Incorporated, Henry Ledered & Brothers, A. Pollak, Strauss Silver Company, Incorporated, and the Wales Novelties Corporation.

Other patent infringement suits are being prepared by their attorneys and all suits will be prosecuted vigorously and as rapidly as possible.

WALGREEN DRUG SALES

Sales of the Walgreen Drug Company for the twelve months ended December 31, 1929, were reported as $46,545,462, as compared with $31,389,313 for the same period of 1928.

TOBACCO PRODUCTS DIVIDEND

The board of directors of the Tobacco Products Corporation has declared a dividend of 76.8 cents on series A certificates, payable January 31st to stock of record January 16th.

The payment of this dividend is explained by the Guaranty Trust Company as follows:

"Dividend of 76.8 cents on Tobacco Products Corporation dividend certificates, Series A, represents dividends received by Guaranty Trust Company on United Cigar Stores Company of America common stock deposited with it when Tobacco Products in 1928 declared on its stock three dividends of one-tenth share of United Cigar Stores common stock.

Instead of actually issuing the United Cigar Stores common stock, this was deposited with Guaranty Trust Company until January, 1931. Guaranty Trust Company then issued Tobacco Products dividend certificates for these dividends of United Cigar Stores Company common stock, exchangeable for the latter stock in 1931.

In 1929 dividends of 75 cents a share were paid on this United Cigar Stores common stock, held in deposit by Guaranty Trust Company which in turn is now passing it on to holders of the dividend certificates representing the deposited United Cigar Stores stock."

SCHULTE-UNITED HAS SERIOUS FIRE

A disastrous fire visited the building occupied by the Schulte-United Five Cent to a Dollar Stores, at 23 Broadway, Camden, N. J., during the holiday season causing damage estimated at between $100,000 to $200,000. The Schulte-United Store, which occupied the first floor of the building, will be re-opened for business just as soon as repairs can be made.

ANNOUNCING TO THE CIGAR MANUFACTURING INDUSTRY

AUTOKRAFT BOX CORPORATION

Has effected a consolidation of some of the foremost cigar box plants over a wide territory, comprising an annual output of

25,000,000 Cigar Boxes

and with a capacity of more than 40,000,000 Annually.

LESCHEY-MYERS CIGAR BOX CO.
York-Hanover-Philadelphia, Pa.
WADSWORTH-CAMPBELL BOX CO.
Detroit, Michigan
Hopkinsville, Kentucky
WIEDMANN-ST. LOUIS CIGAR BOX CO.
St. Louis, Mo.
THE GLOBE BOX CO.
Lima, Ohio
CHICAGO BOX COMPANY
Chicago, Ill.
GEISE CIGAR BOX CO.
Cincinnati, Ohio

"A NATION-WIDE SERVICE"

OFFERING—

¶ New Standards in Cigar Box Fabrication.

¶ A Flexibility of Production and a Widespread Service.

¶ Manufacturing Methods Embodying the Most Recent Developments in Automatic and Semi-Automatic Labor-Saving Devices.

¶ Economies Resulting From Volume Production.

¶ Sales Co-operation With the Customer On *His* Product.

¶ Constructive Policies Always Keeping Step With Progress.

"Autokraft" Cigar Boxes Identify Quality.

WRITE

AUTOKRAFT BOX CORPORATION

(Home Office)

Lima—Ohio.

← or Nearest Branch

G. W. HILL HAS COSTLY FIRE

The country home of George W. Hill, president of the American Tobacco Company, was visited by a disastrous fire during the holiday season, caused by a short circuit in the electric light wiring on a large Christmas tree.

Mr. Hill's forty-room residence at White Plains, N. Y., was completely destroyed despite the gallant efforts of nearby fire companies and the servants, who formed a bucket brigade and vainly tried to subdue the flames before the arrival of the fire companies.

Many valuable art treasures, including famous paintings were destroyed. The loss is estimated at $100,000.

The house was at one time owned by Conrad Hubert, whose millions, deeded to charity, and distributed by former President Coolidge, ex-Governor Alfred Smith, and Julius Rosenwald were reported the same day that the fire occurred.

Mr. Hill was in New York at the time the fire was reported and hurried home immediately. Mr. Hill and the children prepared to sleep in the garage after the excitement had subsided.

LOWE RETIRES FROM BROKERAGE FIRM

Percival Lowe, Jr., who foresook the tobacco industry about a year ago to enter the firm of Chester D. Judis & Company, members of the New York Curb Exchange, as a general partner in the firm, has severed his connection with that firm, effective January 1st, and his many friends in the trade are sincerely hoping that he will return to his first love—the tobacco industry.

CAMDEN DEALER LOSES CASH

Samuel Kaige, a driver for a Camden tobacco firm was proceeding peacefully on his homeward way late Saturday night after completing a trip down the White Horse Pike, when he was suddenly apprised of the presence of a "stowaway" in the back of the truck. The "stowaway" was described as either a dark white man or a light negro, but in any event he relieved the driver of $400 in cash and $170 in checks and made his escape before the driver could summon assistance.

AUTOKRAFT BOX CORPORATION

(*Continued from page 6*)

this larger organization, with its experienced and skilled operators, any such new installation will prove a very simple process. Regardless of location, new or old, the new consolidated companies will render a service in keeping with the demands of any cigar manufacturer.

The individual administrative heads of these merged companies are progressive leaders of recognized ability in the cigar box field, Each individual plant is in charge of an efficient organization, trained to serve their customers' requirements to the fullest extent, and to meet their most exacting requirements.

The Autokraft Box Corporation is incorporated under the laws of Delaware with a capital of $2,000,000 with 300,000 shares of no par value. The home office is in Lima, Ohio.

Harry W. Buckley, of Lima, Ohio, is president; Chester G. Myers, of York, Pa., is treasury, and John A. Campbell, of Detroit, Mich., is secretary.

LIGGETT & MYERS EARNINGS INCREASE

ACCORDING to the *Wall Street Journal*, estimates have been made that net income of Liggett & Myers Tobacco Company for 1929 will exceed $7 a share, as compared with $6.82 a share in 1928.

In the current year the company will have the benefits of the advanced cigarette price, and it has been figured this could add at least $2.50 a share to the company's revenues.

Liggett & Myers Tobacco Company is rated as the second largest producer of cigarettes, having three popular brands in "Chesterfields," "Fatimas" and "Piedmonts."

AMERICAN CIGAR COMPANY LEAF MAN DIES

William Israel, who has been a prominent member of the American Cigar Company's leaf tobacco department, and for the past five years in charge of the entire domestic leaf tobacco business of the company, passed away suddenly at his home in Hartford, Conn., on January 2d. Mr. Israel was about seventy years old, and had been in ill health for some time, but his death at this time was entirely unexpected.

He was born in Asheville, N. C., and entered the tobacco business in Durham, N. C., while in his early 'teens in the leaf tobacco department of the American Tobacco Company. His ability and perseverence soon won him recognition and he was transferred to the New York office of the company, and he was later transferred to the new England territory where he was very successful in managing the affairs of his company in that section. About five years ago he was made head of the entire domestic leaf tobacco business of the American Cigar Company, which position he ably filled up to the time of his death.

He is survived by his widow.

UNITED STORE MANAGERS TRIM OWN WINDOWS

One of the changes put into effect by the new management of the United Cigar Stores Company is that of requiring each store manager to trim his own windows in the future instead of maintaining a window dressing department, as formerly, to take care of this work.

It was decided that each store manager had had ample time to observe methods of window dressing and that many of them possessed undoubted ability along this line, so that the plan has been put into effect. Up to the present time the plan seems to be working out satisfactorily.

TURNER LEAVES WEBSTER, EISENLOHR

Claude E. Turner, who has been associated with the promotion and sales organization of Webster, Eisenlohr, Inc., has severed his connections with that firm, effective January 1st.

He is taking a brief rest at his home on Long Island before embarking on a new connection.

SINGER JOINS WEIL & SONS

Fred Singer, formerly of the leaf tobacco firm of Singer & Mayer, has become associated with the firm of Weil & Sons, leaf tobacco dealers of the same address, 166 Water Street, New York City. Phil Mayer has retired from the firm of Singer & Mayer and the firm is being liquidated.

ROTHSCHILD, SAMUELS & DUIGNAN, INC.

EFFECTIVE January 1st, the firm of Rothschild, Samuels & Duignan, Inc., will succeed the old established firm of Stern-Mendelsohn Company, leaf tobacco dealers, of New York City.

There will be no change in the personnel of the company and business will be carried on at the same address as formerly, but the business will be confined to Havana tobacco exclusively and the Porto Rican tobacco will be discontinued.

The officers of the new organization are Harry S. Rothschild, president; Milton Samuels and Lee Samuels, vice-presidents, and Charles W. Duignan, secretary and treasurer.

In Havana the company's interests will continue in charge of Sidney Rothschild with headquarters at 144 Industria, Havana.

The officers of the new company are well known throughout the industry and need no introduction.

Mr. Rothschild's entry into the business dates back to the year 1889 when he started his career in Detroit with the firm of Rothschild & Brother, which his father, the late Sigmund Rothschild, and his uncle, headed.

Milton Samuels and Charles W. Duignan have been associates in the Havana business since the operations in the leaf tobacco trade, many years ago, of the late Maximilian Stern and A. L. Sylvester, former president of the American Cigar Company, when both were identified with the firm which Sylvester and Stern headed.

Lee Samuels, the junior executive of the concern, while no veteran in point of age, has, within the five or six years, since his graduation from college, and association with the business, taken to it with a natural aptitude that has already made him an outstanding success among the younger element in the trade.

FLECK COMPANY TO MANUFACTURE "JOHN HAY"

Letters have been mailed to former customers of W. W. Stewart & Sons, of Reading, Pa., former manufacturers of the "John Hay" cigar, announcing that arrangements have been made with the Fleck Cigar Company to manufacture that brand in the future and that W. W. Stewart & Sons are retiring from business.

The Fleck Cigar Company has been established for forty-three years and operates a four-story factory employing more than one hundred hands. Their leading brand is the "Rosa de Cuba."

W. W. Stewart established his business in 1882, and after his death the business was carried on by his three sons. The business steadily expanded after being established until its output was approximately 8,000,000 cigars a year, and employed more than one hundred people, many of which will be retained by the Fleck Cigar Company.

The officers of the Fleck Company are David Suliks, president, and Leon Miller, secretary-treasurer.

NETHERLANDS MARKETS

(Continued from page 8)

sell at higher prices than would obtain under the open auction system employed in the United States. Sales are consummated ex-bonded warehouse. All Sumatra tobacco entering the United States must be purchased in the Netherlands and shipped to this country via the Netherlands. The producing companies will not permit it to be sold in Sumatra nor shipped direct from that colony.

FAVORABLE OUTLOOK FOR PENNSYLVANIA GROWERS

THE present market outlook for the Pennsylvania tobacco growers is distinctly favorable, states H. A. Hanemann of the Bureau of Markets, Pennsylvania Department of Agriculture, in a review of the tobacco market.

Because of the decrease in the available stocks of filled-type tobacco and the prospects for smaller crops this year, the statistical position of the Pennsylvania tobacco grower is the strongest that he has held for years, the report indicates.

Another encouraging factor in the situation is the fact that the number of five-cent cigars manufactured and consumed during the fical year 1929, is the largest on record. Since a large part of the tobacco grown in Pennsylvania is used in the manufacture of this grade of cigars, it is evident, says the report, that the market for the Pennsylvania product is expanding.

"The stocks of Pennsylvania tobacco held by manufacturers and dealers on October 1, 1929, amounted to 83,306,000 pounds and were 1.6 per cent. smaller than the stocks on October 1, a year ago. This was the smallest supply of Pennsylvania tobacco held by dealers and manufacturers on any October 1 since 1921, indicating that stocks on hand are by no means excessive. Furthermore, the November 1 estimate of the Federal-State Crop Reporting Service indicates that the Pennsylvania crop this year will be 47,190,000 pounds, or more than 2,000,000 pounds less than in 1928. Inasmuch as tobacco must be processed from fifteen months to two years before it is suitable for cigar manufacture, the visible supply of tobacco in Pennsylvania is barely sufficient to take care of the manufacturers' needs. It is this small visible supply which places the Pennsylvania grower in a strong position to demand a fair price for his 1929 crop."

"By maintaining the best quality possible in his tobacco and by producing it as cheaply as possible, it appears that the Pennsylvania grower will be assured of good market outlets with a fair price for his product," the report concludes.

AXEL STAAL LEAVES UNITED

Axel Staal, a vice-president of the United Cigar Stores Company, and associated with the financial department of the company for a number of years, has resigned from that company, effective January 1st, and accepted a position with a prominent Canadian company.

Mr. Staal came to this country about twenty years ago under the handicap of being unable to speak our language fluently but soon overcame that handicap and obtained a position in the accounting department of the United Cigar Stores Company where his ability was immediately recognized and he was gradually advanced until he became an auditor and vice-president of the company.

KROGER SALES MORE THAN $286,000,000

The Kroger Grocery and Baking Company, which retails a large quantity of cigarettes in the Middle West, reported for 1929 total sales of $286,561,145, an increase of $79,253,061, or 38.2 per cent. over the 1928 sales.

December sales amounted to $24,858,338, an increase of $4,247,100. The company had 5575 stores in operation on December 31, 1929, an increase of 315 for the year.

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

1928 CIGAR TOBACCOS ARE THE FINEST IN YEARS—LA PALINAS ARE NOW MADE OF 1928 CIGAR TOBACCOS—EXCLUSIVELY

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR—OVER A MILLION A DAY

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN J. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

TOBACCO JOBBERS MAY PLAN CONFERENCE

FOLLOWING a visit of George J. Wemyss, chairman of the Joint National Committee of Tobacco Retailers and Jobbers, of Boston, to Washington, D. C., in an effort to obtain relief from certain trade evils, he has issued the following statement calling on the tobacco jobbers of the country for their support:

"On Tuesday, December 31st, through the letter sent me by the president in reply to my letter of December 18th, I secured an interview with Secretary Lamont, of the Department of Commerce.

"Mr. Lamont, on hearing my story and discussing the situation for half an hour, decided his department had no jurisdiction in the matter and he referred me to the Federal Trade Commission.

"On Thursday, January 2, I spent upwards of four hours with officials in three different divisions of the Federal Commission, discussing in detail every aspect of the situation.

"It is obviously impossible to give the text of conversations held, but the courtesy and attention given me by the officials in all departments and their evident desire to do everything in their power to help was gratifying, and I believe everything that can be done will be done by these different departments.

"As I was particularly emphatic in declaring that I was not interested in having them prove anyone guilty of wrong doing but was interested in securing constructive help towards a betterment of conditions, I was referred to the Trade Practices Division where I received the following information which should be of interest to everyone in the tobacco industry.

"This division of the Federal Trade Commission has held conferences during the year 1929 with fifty different industries or branches of industries with material benefits. Such conferences are not solicited by the Commission but are granted on application made in due form, if the Commission is satisfied that more than 50 per cent. of the industry is represented by the applicants and will attend either in person or by proxy. To such a conference arranged for the distributing branch of any industry throughout the United States manufacturers or other interested factors can be invited.

"The desire and the ability to help are present in the Trade Practices Division of the Federal Trade Commission and I believe the jobbers of the United States should seek a conference as an aid to the necessary solution of their problems. Other industries have had the initiative and energy to properly seek such aid and I am fully confident that by making such effort many other channels and opportunities for self-help have been discovered by them.

"To fulfill the necessary conditions seems difficult but difficulties disappear with action, and action to be effective must be orderly. Take one step at a time. The first step I ask you to take is to send me your full business name and address. A post-card will do. Though you may have written or telegraphed me before, I ask that you act on this request as an indication of your continued interest. Address George J. Wemyss, 86 Union Street, Boston, Mass.

"This action on your part does not commit you to any further action, but if the response is prompt and comprehensive, I will present a plan which if acceptable to the majority will enable the jobbers of the United States to apply for a conference as outlined in a very short time. If possible I would like to hear from everyone handling tobacco products in any form and every association of jobbers, in answer to my request."

A. C. COMPANY PASSES DIVIDEND

CONSIDERABLE surprise was caused in the trade last week when it was announced that the board of directors of the American Cigar Company, at their meeting held on Thursday, January 2d, had decided to pass the dividend on the common stock of the company, payable February 1st. The quarterly dividend had formerly been $2 a share.

In explanation of the action of the board, President George W. Hill, forwarded the following letter to the stockholders:

"The new management of your company has recently instituted a thorough analysis and survey of its condition and affairs, and has found that upwards of $12,000,000 capital expenditure (exclusive of common dividend requirements) will be necessary to provide for:

"(1) Procuring and maintaining adequate stocks of leaf tobacco to properly protect, at all times, the quality of our cigars and to increase their output.

"(2) Modernizing and extending our factories, machinery and equipment to take care of increasing sales and to meet the severe competition now existing in the field.

"(3) Bringing up to date our selling and other facilities so as to be comparable with those used and proved successful by the Amercian Tobacco ompany, the holder of a large majority of the common and preferred stock of this company.

"It is now contemplated that part of these additional funds will be obtained from the sale at $111.50 a share to the American Tobacco Company of 27,000 shares of American Cigar Company preferred stock heretofore purchased from the American Tobacco Company and now held in our treasury and that the balance of the said necessary amount will be borrowed, when and as required, on a six per cent. basis, from the American Tobacco Company.

"Regardless of earnings, which for the time being probably will not be as large as heretofore, until the above mentioned needs have been satisfied or reasonably provided for, your management is firmly convinced that it is to the best interest of the stockholders of your company to omit the payment of common dividends, including that which would ordinarily be declared today payable February 1, 1930, and to apply the company's earnings, so far as available, to the foregoing purposes and thereby to minimize as far as possible, the expense incident to the borrowing of money.

"There is, in the opinion of your management, a great future for the cigar business, which has been admittedly declining in recent years. This future prosperity must be developed by the application of modern manufacturing methods. We are convinced that the co-operation of the stockholders in the policy herein outlined will be in the permanent interests of all concerned."

G. J. BROWN JOINS BROKERAGE FIRM

Gerson J. Brown, former vice-president of the American Cigar Company, and who recently resigned from that company, has been admitted to general partnership in the stock exchange firm of E. Lowitz & Company.

BEN PALEY RETURNS

Ben Paley, of the Congress Cigar Company, has returned to headquarters after spending a short vacation at Hot Springs, Va.

NEW "ROCKY FORD" ADVERTISING

THE P. Lorillard Company has launched a new and extensive advertising campaign on their "Rocky Ford" cigar in newspapers and magazines throughout the country.

Full pages will be used in semi-monthly and monthly magazines, with display copy weekly in forty-five newspapers in thirty-five of the larger cities.

The object of the campaign is to convince the public that "spit-tipped" cigars disappeared from the market many years ago.

One of the ads is headed, "Don't let the bogey man bother you, Mr. Cigar-Smoker," and the copy states that "The old way of sealing cigars by human saliva has not been used by reputable cigar manufacturers for twenty years."

Another ad in the series reads, "Spit-tipped cigars and moustache-cups disappeared long ago. Today every manufacturer of a popular-priced cigar uses the utmost precautions to safeguard purity and cleanliness. To suggest that any cigar, selling in hundreds of thousands each month, could possibly be manufactured by antiquated, unsanitary hand-methods is ridiculous."

A third ad quotes the sanitary law, "No person engaged in . . . manufacturing cigars . . . shall at any time moisten with saliva, directly or indirectly . . . any such cigar . . . or any such tobacco." This ad bears the heading "Snuffed out by law fifteen years ago," and pictures a "Saliva sealed cigar" being snuffed out like a candle.

LEADING STATES IN THE MANUFACTURE OF TOBACCO PRODUCTS AS SHOWN BY LATEST PRODUCTION FIGURES

Pennsylvania, with a percentage of 34.31 of the total, is the leading cigar manufacturing state, followed in the order named by New Jersey (12.06 per cent.), Florida (9.47 per cent.), New York (8.26 per cent.), Ohio (7.56 per cent.), Virginia (5.36 per cent.), and Michigan (4.25 per cent.), for an aggregate of 81.25 per cent.

In the manufacture of small cigars, Virginia retains its place as the premier state with a percentage of 63.57 per cent. of the total production, followed by Pennsylvania (20.54 per cent.), North Carolina (9.25 per cent.), and New York (5.31 per cent.)—these four states as a whole producing 98.68 per cent. of the total.

North Carolina, with a percentage of 59.92 of the total production, leads in the manufacture of cigarettes, followed by Virginia (18.64 per cent.), New York (8.72 per cent.), New Jersey (4.92 per cent.), California (4.05 per cent., and Pennsylvania (3.06 per cent.), for an aggregate of 99.31 per cent.

New York produced 89.51 per cent. of the total production of large cigarettes.

The leading states in the production of the various types of manufactured tobacco, together with the respective percentages of the total for which they accounted, are shown below:

Plug tobacco, North Carolina (44.39 per cent.), and Missouri (39.86 per cent.).

Twist, Missouri (43.30 per cent.), Kentucky (23.16 per cent.), and Tennessee (22.65 per cent.).

Fine cut, Illinois (53.64 per cent.), Michigan (23.23 per cent.), Ohio (20.47 per cent.), and Pennsylvania (1.07 per cent.).

Smoking tobacco, North Carolina (33.81 per cent.), Ohio (22.96 per cent.), Illinois (9.27 per cent.), Kentucky (6.79 per cent.), and Virginia (6.61 per cent.).

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

UNITED STORES EARNINGS REDUCED

A reduction of about forty-six per cent. in the net profits of the United Cigar Stores Company of America for the year ended December 31, 1928, from the figures announced by the company early last year, was shown last Thursday in a revised profit and loss statement issued by the accountants who have been examining the books of the company for the present management.

The net profits for 1928 as announced by the company amounted to $8,352,762, whereas the revised statement of the accountants showed that the profits for that period totaled only $4,525,609.

Several months ago control of the United Cigar Stores passed from George Whelan and associates, organizers of the company, to interests headed by George K. Morrow, president of the Gold Dust Corporation. Soon afterward the new management ordered that an audit be made of the United Cigar Stores Company's books.

JOHN H. DUYS A VISITOR

John H. Duys, of H. Duys & Company, importers of Havana and Sumatra tobacco, was a visitor in Philadelphia last Friday when he stopped off here en route to New York returning from a visit to Cuba.

Snuff, Tennessee (44.95 per cent.), Illinois (25.88 per cent.), New Jersey (22.07 per cent.), and Delaware (6.13 per cent.).

Tobacco Merchants' Association Registration Bureau,

431 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MANHATTAN TOWER:—45,629. For cigars, cigarettes and tobacco. December 24, 1929. E. Popper & Co., Inc., New York, N. Y.

BOGARDUS:—45,630. For cigars, cigarros, cigarettes and smoking tobacco. October 16, 1929. Arthur M. Doty, Inc., New York, N. Y.

QUEEN OF CUBA:—45,632. For all tobacco products. December 10, 1929. The American Cigar Co., New York, N. Y.

ALENTINO:—45,633. For cigars only January 2, 1930. Alentino Cigar Co., Tampa, Fla.; P. J. Alderman, Prop.

LUCKY QUARTER:—45,634. For all tobacco products. December 31, 1929. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

LUCKY HALF:—45,635. For all tobacco products. December 31, 1929. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

LUCKY DOLLAR:—45,636. For all tobacco products. December 31, 1929. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

TRANSFERS

HAVANA PRIDE:—24,639 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered July 16, 1912, by Kaufman, Pasbach & Voice, New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the registrant, to the Glorifier Cigar Co., and re-transferred to the Alliance Tobacco Co., Inc., New York, N. Y., December 21, 1929.

GEESE:—6113 (Trade-Mark Record). For cigars. Registered September 24, 1889, by George Schlegel, Inc., New York, N. Y. Transferred to Jacob Rich, New York, N. Y., December 21, 1929.

T. M. A. PREDICTS CONTINUED PROSPERITY

IN a bulletin released by the Tobacco Merchants Association and comment on business conditions and prospects for the year 1930, Charles Dushkind, managing director of the association, says:

"The wish may be father to the thought," but without pretending to be an economist, the writer genuinely believes that a common sense survey of the present industrial conditions forces the conclusion that business in the coming year will continue on a normal scale with perhaps only a slight recession in the early part of the year.

"Of course, the effect of the recent Wall Street crash must not be underestimated, nor can any one question the fact that the enormous losses that were sustained and the great fortunes that were wiped out must necessarily have impaired the purchasing power of those who have suffered in the whirlpool. But after all, they constitute only a small percentage of our 120 million inhabitants. Moreover, whatever effect the Wall Street crash may have had upon business is likely to be more than offset by the return of the great army of amateur speculators to healthy and legitimate business activities, where they might do something constructive, instead of watching the tape.

"The Wall Street debacle was inevitable—it had to come, for, obviously, the sky-rocketing of securities could not be continued forever. But the most fortunate thing in the situation, as the writer can see it, is the very fact that it came so suddenly and with such lightning rapidity, for had it proceeded as a long drawn out affair lasting over a period of months, it undoubtedly would have created a deep-rooted and nation-wide pessimism, which could not have been so easily dispelled.

"Thus, the Wall Street earthquake, while it left a great many financial victims in its wake, was, after all, nothing but a momentary shock from which, due to the great leadership of President Hoover and his prompt and wise action in the situation, the country is rapidly recovering.

"There was certainly nothing fundamentally wrong with our country's stability or with the soundness of our industries, according to all economists and statisticians.

"There has been no over-production, while consumption and production have been well balanced;

"There has been no inflated prices of commodities;

"There has been no abnormal unemployment;

"There has been no excessive inventories, for under the modern business methods, buying has been done from hand to mouth;

"There has been no lowering of our standard of living;

"There has been no recession in our export trade;

"There has been no influx of immigrants competing with American labor;

"There has been no lack of capital for expansion or for the development of new enterprises;

"And lastly, the farmers have been placed on the road leading to much healthier and better conditions.

"So that there was no reason for pessimism as regards the country's continued prosperity, and there is none, excepting only that the mob psychology which destroyed billions of dollars' worth of security values over night, if permitted to remain unchecked, could have destroyed the very confidence in American business institutions.

"Fortunately, President Hoover has taken the right step and at the right time. He has not only promptly checked that mob psychology and dispelled the unfounded pessimism, but he went much further—he mobilized the country's industries and has set in motion construction and building programs, on the part of railroad and utility companies as well as municipalities, amounting to billions of dollars, which will provide employment and keep up the purchasing power of the masses, thereby keeping the wheels of industry turning with undiminished speed.

"Broadly speaking, industries may be divided into two general groups, to wit: (a) Those industries that are supplying things for immediate use or consumption, industries which must look directly to the public for the disposition of their commodities; and (b) Those industries that are producing things of a permanent or lasting nature, or rather of an investment nature, such as the building of roads, the construction of buildings, the equipment of railroads, telegraphs and telephones and other public utilities, etc.

"The former group of industries must have immediate consumers for their commodities; they must have a public with ample purchasing power or they can not dispose of their goods. The latter group, on the other hand, are not so situated; they can go ahead with their enterprises, providing they can raise the necessary capital upon favorable terms, and there are reasonable grounds to believe that they will secure a fair return upon their additional investments.

FEBRUARY 1, 1930

VOLUME 50 No. 3

THE TOBACCO WORLD

LIBRARY
RECEIVED
U. S. Department of Agriculture.

ANNOUNCING TO THE CIGAR MANUFACTURING INDUSTRY

AUTOKRAFT BOX CORPORATION

Has effected a consolidation of some of the foremost cigar box plants over a wide territory, comprising an annual output of

25,000,000 Cigar Boxes

and with a capacity of more than

40,000,000 Annually.

LESCHEY-MYERS CIGAR BOX CO.
York-Hanover-Philadelphia, Pa.

WADSWORTH-CAMPBELL BOX CO.
Detroit, Michigan
Hopkinsville, Kentucky

WIEDMANN-ST. LOUIS CIGAR BOX CO.
St. Louis, Mo.

THE GLOBE BOX CO.
Lima, Ohio

CHICAGO BOX COMPANY
Chicago, Ill.

GEISE CIGAR BOX CO.
Cincinnati, Ohio

"A NATION-WIDE SERVICE"

OFFERING—

¶ New Standards in Cigar Box Fabrication.

¶ A Flexibility of Production and a Widespread Service.

¶ Manufacturing Methods Embodying the Most Recent Developments in Automatic and Semi-Automatic Labor-Saving Devices.

¶ Economies Resulting From Volume Production.

¶ Sales Co-operation With the Customer On *His* Product.

¶ Constructive Policies Always Keeping Step With Progress.

"Autokraft" Cigar Boxes Identify Quality.

WRITE

AUTOKRAFT BOX CORPORATION
(Home Office)
Lima—Ohio.

← or Nearest Branch

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Cigar Smokers Won't Be Blindfolded

There is a growing tendency on the part of all manufacturers to pack their merchandise so customers can see at a glance what they are buying.

This is particularly desirable in the cigar industry where the size, shape and color of cigars are so important to the smoker.

Cigars that are packed in wooden boxes have a decided advantage over those packed in other forms of containers. Smokers almost invariably buy cigars on sight, and do their picking from opened boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 3

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, FEBRUARY 1, 1930 — Foreign $3.50

UNITED RAISES CIGARETTE PRICES

AN OPTIMISTIC note was injected into the cigarette price situation last week when it was announced that the United Cigar Stores, Walgreen Drug Stores, the A. & P. Stores and the Schulte Stores had raised the price of cigarettes in their Chicago stores to fifteen cents a package, and it was the sincere hope of the trade that similar increases would immediately be made throughout the entire chain.

However, a few days later, the store of R. H. Macy & Company, in New York City, dropped their carton price on popular brands of cigarettes to ninety-nine cents and all hope for an upward revision of prices in the east vanished. A few days later Bloomingdale's store in New York City dropped their carton price to ninety-five cents, and Macy's immediately dropped their carton price still lower to ninety-four cents.

The increase in prices is effective in the city of Chicago only, and prices remain the same in the east as before, the United Stores selling cigarettes at twelve cents a package and the Schulte Stores at two for a quarter.

There are persistent rumors in the trade that a further increase in price by the cigarette manufacturers is contemplated; possibly to $6.80 a thousand, as a means to restore the retail price to a profitable basis.

News of the increase in retail prices had a bullish effect on the tobacco stocks and the stocks of the chain stores involved gained from two to thirteen points shortly after the news became public.

CONSOLIDATED OPENS PACIFIC BRANCH

Among the changes in the cigar industry, one of the outstanding is the decision of the Consolidated Cigar Corporation to open their own headquarters on the Pacific coast with William Bercovich in charge.

The headquarters are at 344 Sacramento Street, San Francisco, formerly occupied by the Staple Cigar Company. Headquarters will also be established in Los Angeles in the near future.

The choice of William Bercovich as manager is looked upon as excellent, since he is thoroughly experienced in cigar jobbing, having given a great part of his life to this particular type of executive work for the biggest factories in the country.

YORK COUNTY OFFICERS RE-ELECTED

The annual meeting of the York County Cigar Manufacturers' Association was held on Monday, January 13th, and all officers were re-elected for the ensuing year. The officers are as follows: T. E. Brooks, president; Arthur McGuigan, vice-president; C. M. Ehehalt, secretary, and Arthur S. Ziegler, treasurer. Mr. Ziegler has held the office of treasurer since 1922.

LIGGETT & MYERS' EXTRA DIVIDEND

AT THE meeting of the Board of Directors of the Liggett & Myers Tobacco Company, held on Wednesday, the regular quarterly dividend of $1 was declared on the common and common B stock of the company, and also an extra dividend of $1 on the common and common B stock of the company. Both the regular and extra dividends are payable on March 1st to stockholders of record February 10th.

The board of directors also authorized the issuing of rights to stockholders giving them the privilege of subscribing for one additional share of stock at $25 for each five shares now held. On Wednesday the common stock closed at 103¾ and the B stock closed at 105¼.

Net income for the year 1929 was reported as $22,017,128, equivalent to $7.82 a share on the common and B stocks after charges and preferred dividends. Net earnings for 1928 were $19,408,644, equivalent to $6.82 a share.

In view of the recent increase in the manufacturer's price of cigarettes, it is reasonable to expect earnings for 1930 to show a substantial increase over 1929.

REYNOLDS SURPLUS UP

The *Wall Street News* says the annual report of R. J. Reynolds Tobacco Company, which revealed earnings of $3.22 a common share against $3.01 a share in 1928, was in line with expectations. An outstanding feature of the report was the carrying to surplus of $6,710,521, which brought undivided profits up to $51,579,859. Current assets at the close of last year were $10,532,496, compared with current liabilities of only $9,776,970. Brands, trade-marks and good will are carried in the balance sheet at $1. In view of the conditions which existed in the retail cigarette field the greater part of last year, the showing of Reynolds was considered highly favorable.

GENERAL CIGAR BY-LAWS CHANGED

The by-laws of the General Cigar Company, Incorporated, have been amended to provide for the annual meeting of the stockholders to be held on the third Thursday of February at eleven o'clock in the morning, instead of on the first Thursday in March, and the elimination of the requirement of the publication in a newspaper of notice of the time and place of holding such meeting.

WHAT PRICE CIGARETTES?

R. H. MACY & COMPANY, and Bloomingdale Brothers, New York City merchants, have been waging a cigarette price war which must have been felt by the retail tobacconists of the metropolis.

Because it points a moral and adorns a tale we are reprinting the recent advertisement of Bloomingdale's.

"Cigarettes—79 Cents a Carton of Ten Packages —But what does it prove?

"Tomorrow we shall ring down the curtain. At 9 o'clock we shall put on sale our entire stock of several thousand cartons of "Lucky Strikes," "Chesterfields," "Camels" and "Old Golds" at 79 cents a carton. They cost us $1.12. We couldn't stay in business long if we sold all or much of our merchandise that way. Neither can any other store. Cutting the price on advertised or identifiable merchandise below cost or below a figure that yields a legitimate profit can only mislead the public. *Annual reports of most good stores show profits and they are not earned by selling below cost.* We don't pretend always to undersell our competitors. No store can do it. We do assure our customers that we try to keep our prices right at all times.

"There must be a limit to folly. We invite the public to observe whether any competitor will continue to sell cigarettes at any such price or will boost the price the moment we are out of the field. When common sense rules again we shall resume selling cigarettes as we try to sell all our merchandise, at prices that are competitively right."

As we understand it, the price originally made was 99 cents, then to 89 cents, and finally this price of 79 cents. According to a newspaper article relative to this cut-price war on cigarettes, with all discounts ordinarily accorded and earned, they cost $1.128 a carton!

Bloomingdale's said it—"There must be a limit to folly." The consumer gets a temporary benefit. But in the long run the business of the trade suffers.

So far as we know, the offending concerns have no direct interest in the tobacco industry except that they maintain a department for the sale of such merchandise, and which must be, from a standpoint of volume of business and particularly from the angle of profit, insignificant in relation to total annual sales.

And yet in the language of one of the offenders, in a moment of "folly" they injure thousands upon thousands of merchants who are entirely dependent upon the sale of tobacco products for a livelihood.

Because a few merchants have a quarrel, must thousands of innocent retail merchants suffer?

NEW MEXICO CIGARETTE FACTORY

A new cigarette factory has been established at Guaymas, Mexico. The factory is a branch of one of the large manufacturers of Mazatlan, and the machinery has been bought and is now being installed. (Vice Consul, E. W. Eaton.)

OFFICERS REWARDED WITH CIGARETTES

From Tokio, Japan, comes word that three thousand officers and officials who stood on special guard for the emperor during the fall military maneuvers were rewarded by his majesty with a package of cigarettes each.

DEISEL-WEMMER-GILBERT EARNINGS

ACCORDING to preliminary estimates of earnings for the year 1929, the Deisel-Wemmer-Gilbert Corporation, manufacturers of "San Felice," "El Verso," "R. G. Dun" and other well known brands, will show earnings of more than $3.40 a share on the 231,000 shares of common stock after preferred dividends. Net income of the combined companies for the preceding year was equivalent to $3.26 a share on 151,500 shares of common. One thousand shares of preferred stock was retired by the company last year and it is planned to retire a portion of the preferred stock each year.

Sales for the year 1929 showed an increase of approximately 15 per cent. over those of 1928, and for the first twenty days of January, 1930, sales showed an increase of 8 per cent. over the same period of 1929, so that a substantial increase is confidently expected for the year 1930 over 1929.

The company recently announced the addition of a new brand to their line of quality cigars, to be known as "Cuban Factory Smokers," individually wrapped in cellophane and to retail at three cigars for a quarter.

It is planned to make application shortly to list the stock of the Deisel Wemmer-Gilbert Corporation on the New York Stock Exchange.

HELP FOR PHILIPPINE GROWERS

A bill was recently approved by the Philippine Senate, having in its objective, aid to tobacco growers. The bill seeks to encourage improvement in production methods, improvement in quality of Philippine tobacco and a further development in the export trade. At present, it is claimed, tobacco planters are not getting commensurate prices for their respective tobacco crops, perhaps due to the prevailing general financial situation or because of unsatisfied leaf tobacco dealers. Consequently, tobacco planters can not afford to pay for the materials necessary in the construction of the indispensable tobacco curing sheds. It is pointed out that the act should be amended with respect to the limited period during which gratuitous licenses to cut timber and other forest materials for the construction and repair of curing sheds as required by the act. The privilege, with an extension, ended at the end of 1923. This clause of the act has proved disadvantageous to the tobacco planters for almost every year typhoons occur in the Cagayan Valley and a great many curing sheds must be extensively repaired or completely reconstructed. Light materials must be renewed at least once every five years and new planters can not avail themselves of the privileges enjoyed by their predecessors. (Assistant Trade Commissioner, Clarence P. Harper, Manila.)

ROSENBERG & COMPANY NAME CHANGED

The firm name of Morris Rosenberg & Company, leaf tobacco dealers, of New York City, has been discontinued and hereafter the name of the firm will be Louis Schramm.

Inasmuch as Mr. Schramm has been, for the past ten years, the sole registered owner of Morris Rosenberg & Company, there will be no change in any form or shape of the status of the firm, except in the name.

The
MODEL L UNIVERSAL
Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you cannot afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Scrap Bunch Machine

Has been improved with two important features that assure uniform, high-quality bunches equal to hand work in every respect.
Save stock, labor and production costs.
Cause smoother running and lower upkeep costs.

LABOR, STOCK & MONEY-SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.
B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.
C—Handles straight or shaped work equally well.
D—Makes right or left-hand bunches without changing machine.
E—Adapted for use in conjunction with automatic rolling machines.
F—Uniform size, shape and weight of bunches assured.
G—A very substantial saving in labor and stock costs.
H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.
I—Damp or dry tobacco handled with equally good results.
J—Low cost of upkeep; does not easily get out of order.
K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.
L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.
M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine)

With individual, direct-connected, motor-driven Suction Fan, $75 extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Illustrated Price Folder and complete Model L information

PHILADELPHIA.

WAGNER REPORTS BUSINESS GOOD

JOHN WAGNER & SONS, distributors of high-grade imported and domestic cigars, report business, for this season of the year, as entirely satisfactory.

Steve Herz, sales manager for the D. Emil Klein Company, manufacturers of the "Haddon Hall" brand, was a visitor this week with samples of the new creation of the company, "Haddon Hall" petites, which retail at twenty-five cents for a package of five cigars.

This little cigar is a full havana filled, sumatra wrapped cigar, and is made entirely of long filler, just the same as the full size "Haddon Hall," and is packed in gold cardboard packages of five to a package, and the cigars encased in foil. They are also packed in round tins of fifty. This little cigar has all the earmarks of a winner, so Mr. Herz left with a substantial order.

Other visitors were Sam Adler, of Villazon & Company, and Mr. Freeman, of the Medal of Honor Cigar Company.

John Wagner and Sons carry a complete stock of the brands of these companies, in addition to their own private brand "Monticello," all of which have a splendid sale among the clubs and hotels here.

WALNUT STORES COMPANY REGISTERED

Among certificates filed this week in the Common Pleas Court here of registration of firms doing business under other names than their own, was one of Jacob Medoff, 5864 Hadfield Street, trading as Walnut Stores Company, cigars, etc., at 140 South Eighth Street.

STEIN CIGAR COMPANY CREDITORS MEET

A meeting of the creditors of the Stein Cigar Company, manufacturers of the "Mitzi" cigar, was held last week and it was decided to allow the firm an extension of six months' before taking any further action. A committee of three creditors was appointed to co-operate with the company.

BUSINESS GOOD AT HOLT STORES

Business at the Holt Cigar Store at Fourth and Chestnut Streets for the month of January is well ahead of that for the same month of last year, and a large part of the increase is attributed to a large increase in the sale of "Optimo" cigars at this stand.

JACOB PALEY ROBBED IN LOS ANGELES

WORD WAS received here last week that Jacob Paley, treasurer of the Congress Cigar Company, who is in Los Angeles, accompanied by Mrs. Paley and a party of friends, was held up and robbed in their hotel on January 23rd, just after they had entered their rooms.

The bandit knocked on the door and when it was opened by Mr. Paley he pointed a revolver at him and entered the room. Mr. and Mrs. Paley and their friends were lined up against the wall and Mrs. Paley was stripped of a diamond ring valued at $15,000 and the others were forced to give up their jewelry and cash, the total amounting to over $17,000.

The thief then forced them all in a closet, locking them in, and made his escape before they could summon help. The thief overlooked a $190,000 necklace which Mrs. Paley had placed on top of a bureau and covered with her scarf.

Mr. Paley left Philadelphia on January 17th to make a tour through the Pacific coast territory in the interest of his firm.

PENNSYLVANIA CIGAR COMPANY MOVES OFFICES

The Pennsylvania Cigar Corporation has announced the removal of their offices to new and larger quarters at 151-153 West Twenty-eighth Street, New York City, effective January 20th.

Sam Cassel and Company, of Chicago, has been appointed exclusive distributor for their brand, "U. S. Club House," for that territory.

The "U. S. Club House" brand has been enjoying a very ready sale and a vigorous sales campaign will be launched for this year.

ADDITION TO VALENTINE PLANT

Excavation has been made for an addition to the A. S. Valentine & Son, Incorporated, cigar factory, on Washington Avenue, Lebanon, Pa. The addition will be erected on the east side of the present building, and extensive alterations will also be made to the present building.

With moderation

THE GRIM SPECTRE

of that future shadow may be avoided

AVOID THAT FUTURE SHADOW*

By refraining from over-indulgence, if you would maintain the modern figure of fashion

Women who prize the modern figure with its subtle, seductive curves—men who would keep that trim, proper figure, eat healthfully but not immoderately. Banish excessiveness—eliminate abuses. Be moderate—be moderate in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for a **Lucky** instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain the lithe, youthful, modern figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

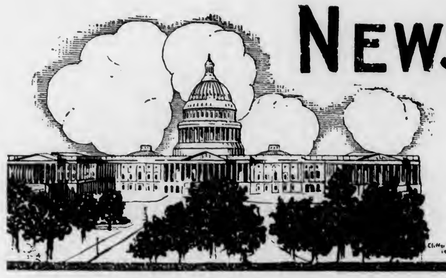
"Coming events cast their shadows before"

"It's toasted"

*Be Moderate! . . . Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tablets or other quack "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a **Lucky**" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N.B.C.

© 1930, The American Tobacco Co., Mfrs.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE USE of testimonials by cigarette companies in their advertising matter will be greatly restricted by an agreement signed by one of the prominent manufacturers against whom the Federal Trade Commission had instituted proceedings, under which no testimonials or endorsements will be used unless they are "the genuine, authorized and unbiased opinion of the author or authors or the alleged author or authors thereof," and if a monetary or other consideration has been given for a testimonial, such fact will be published in the advertising in a manner equally conspicuous to the testimonial.

The name of the cigarette company is not divulged by the Commission, in conformity with its policy of keeping confidential the names of the concerns signing stipulation agreements, but its identity is made clear in the description of the advertising which is to be discontinued.

The cigarette company, the Commission's statement shows, advertised "what purported to be the testimonials of famous people who smoked the respondent's product and found they protect from irritations." The advertisement also contained testimonials or endorsements "purporting to be that of certain actresses in a musical show who were credited with the statement to the effect that through the use of respondent's cigarettes 'that's how we stay slender'; when in truth and in fact the said actresses were not cigarette smokers and did not stay slender through the smoking of respondent's products."

Similar advertising was broadcast over the radio in which testimonials purporting to be those of musical comedy stars engaged in talking picture production were represented as smoking these cigarettes which "had been freed of all irritants with the result that the smoking of said cigarettes kept the alleged author in good shape and feeling peppy and his voice clear as a bell in every scene," which statement, the Commission alleged, had not been prepared, seen prior to its use, or signed, by the star mentioned.

"In addition to the use of the alleged testimonial," the Commission charged, "the respondent caused various forms of advertising matter to contain such statements as 'Every woman who fears overweight finds keen interest in new-day and commonsense ways to keep a slender, fashionable figure,' 'women retain slender figures,' and 'No longer need you face the rigid requirements of harsh dieting methods. Overweight is banished, etc.'; when in truth, and in fact, health and vigor to men, slender figures to women, and reduction of flesh in all cases will not necessarily result from the smoking of respondent's brand of cigarettes." All of these methods of advertising are to be discontinued by the respondent, under the stipulation which he has signed, and he has agreed that if any of the practices in question are ever resumed or indulged in, the stipulation as to the fact may be used as evidence against him in the trial of the complaint which the Commission may issue.

Complaint Against Consolidated Dropped

The Federal Trade Commission has dismissed its complaint against the Consolidated Cigar Corporation of New York, charging violation of Section 7 of the Clayton Act in the acquisition of the capital stock of the G. H. P. Cigar Company, Incorporated, of New York.

The action of the Commission, it is understood, was governed by the recent decision of the United States Supreme Court in a similar case, involving the acquisition of the capital stock of the McElwain Shoe Company by the International Shoe Company, in which the Commission had ordered the latter to divest itself of its holdings, that decision being overruled by the Court.

The Consolidated Cigar Corporation had acquired all the voting stock of the G. H. P. Company, consisting of 4775 shares, for a price of $8,833,750.

An opinion dissenting from the dismissal of the complaint was filed by Commissioner McCulloch, in which he declared that the two corporations were in direct competition with each other and therefore that the acquisition of the stock could not be considered to have been for investment purposes, which is permitted under Section 7 of the Clayton Act, and which had been held by the majority of the Commission to be the guiding influence in the acquisition.

Department of Commerce to Have Special Tobacco Division

Establishment in the Department of Commerce of a separate tobacco division is planned for the coming fiscal year, it is disclosed by testimony recently submitted before the House Committee on Appropriations by William L. Cooper, director of the Bureau of Foreign and Domestic Commerce.

The new division will start on a moderate scale, Mr. Cooper disclosed, and the department is asking for only $5000 for the first year's work, which will provide a man who will give all of his time to it and a secretary-assistant.

"Tobacco has always been handled by us as a part of the foodstuffs division," Mr. Cooper explained. "I think that some of us, probably, do eat it, but most of us inhale it. However, tobacco is quite a distinct product, as any one who uses it or grows it will be glad to concede. It is something that should not properly

(Continued on Page 16)

P. A.? You bet it is!

I'VE been a P. A. fan from the first. When I took up pipe-smoking some years ago, I asked for Prince Albert, right off the reel. That's the brand I noticed most men smoking. And they looked the picture of contentment. I soon knew why. Get some P. A. and you'll know, too.

Open the package and treat yourself to a fragrance that only a wonderful tobacco can have. Put a load in your pipe and light up. Cool as a notice that your insurance is about to lapse. Sweet as paying your premium in time. Mellow and mild and long-burning . . . that's Prince Albert.

It isn't any single quality that makes P. A. the largest-selling brand in the world, but a combination of qualities that gives you *everything*. I don't know what brand you're smoking now. I do know you can't beat P. A. on *any* count.

There are TWO full ounces of sure-fire pipe-joy in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 Up

"MURIEL" DISTRIBUTOR VISITS NEW YORK

EMIL HARMES, president of the Peter Hauptmann Tobacco Company, of St. Louis, Mo., was a recent visitor at the New York City headquarters of the P. Lorillard Company, Incorporated, and stated that his organization had sold more "Muriel" perfectos cigars in the first two weeks of January, 1930, than was sold by the same organization during the entire month of January, 1929, which would represent an increase of more than 100 per cent.

The Peter Hauptmann Tobacco Company is the largest cigar and tobacco jobbing house under one roof in this country, and the fact that they were able to secure such an increase in sales of the "Muriel" at this season of the year would seem to indicate an exceedingly bright year for the Lorillard Company.

HIBSHMAN OFFICER OF ALUMNI ASSOCIATION

Edward K. Hibshman, well known throughout Pennsylvania as the originator of a strain of cigar leaf tobacco which today is the most widely grown tobacco in the state, was elected executive secretary of the Penn State Alumni Association last week.

Mr. Hibshman has for ten years been active as assistant to the president of the Pennsylvania State College, and prior to that time spent eight years as assistant director of agricultural extension at State College and organized the work of county agricultural in sixty-five counties.

The TOBACCO WORLD joins his many friends in extending to him best wishes for success in his new position.

SCHULTE MAY BUY CANADIAN STORES

There was a report current in the trade on Tuesday that the Dunhill interests, controlled by the Schulte interests, have under consideration the establishment of a chain of retail stores in Canada, and it was understood that the plan might involve the purchase of existing tobacco stores in Canada.

BLOCH RE-ELECTED PRESIDENT T. M. A.

AT A meeting of the board of directors of the Tobacco Merchants Association of the United States, held on Tuesday, January 21st, Jesse A. Bloch, of the Bloch Brothers Tobacco Company, Wheeling, W. Va., was re-elected president of the association.

Mr. Bloch has served as president of the association for almost ten years, and although he had felt inclined to retire, was prevailed upon by the board to continue to serve as chief executive of the association, it being the unanimous opinion of the board, as expressed in an appropriate resolution, that Mr. Bloch, having served the association for almost ten years with great distinction and success, adding immeasurably to the association's prestige, reputation and popularity, his services as the presiding officer of the organization ought to be continued for the good of the association as well as for the general welfare of the tobacco industry at large. Accordingly, in deference to the wishes of the board, Mr. Bloch accepted the re-election, although at a clearly obvious personal sacrifice to himself.

President Bloch's detailed report of the activities of the association has been unanimously approved and the policies of the association as well as its activities have likewise been unanimously and wholeheartedly approved by the board.

S. Clay Williams, vice-president of the R. J. Reynolds Tobacco Company, has been elected as a vice-president and a member of the executive committee, while John M. DeVoe, president of the United States Tobacco Company, and John C. Flynn, president of the George W. Helme Company, have been elected as members of the board. All other officers have been re-elected.

EXTRA FOR IMPERIAL TOBACCO

The Imperial Tobacco Company of Great Britain and Ireland has declared an extra dividend of 1 shilling 6 pence a share and a final dividend of 8½ per cent. on the ordinary shares, tax free. Last year the company declared the same extra dividend, but a final dividend of 11 per cent.

In a preliminary statement for the year, the company, reports for the year ended October 31, 1929, that an appropriation was made of £487,700 to the general reserve account, as against £500,000 in the preceding year.

The amount of trading profit for the year was not given but it was indicated that in view of the 25 per cent. capital bonus this year's distribution of dividends requires about £825,000 more than in the previous year. London dispatches stated that because of this it is believed that the company made an increased profit over the corresponding 1928 period.

MORE "WILLIAM PENN'S" SMOKED

According to an announcement by the General Cigar Company, "William Penn" five-cent cigars are now being consumed by the public at the rate of one million a day and steadily increasing.

Also the consumption of "William Penns" in the year 1929 showed an increase of more than 100,000,000 over the year 1928, which is accountable for the exceptionally fine tobacco to be found in the "William Penn" cigars, as with a smaller output the General Cigar Company could not afford to use the fine quality of long filler tobacco that they are now putting into this fine cigar.

TAMPA FACTORIES HAVE SPLENDID YEAR

CIGAR FACTORIES of Tampa imported more than 6,600,000 pounds of tobacco from Cuba last year and paid an average of more than ninety cents a pound for it, not to speak of hundreds of thousands of pounds of the most expensive domestic leaf.

Customs reports compiled show the year's importations to amount to 6,608,739 pounds of Cuban tobacco, which cost Tampa manufacturers $5,953,783, exclusive of duty.

And on some of this tobacco duty as high as $1.68 a pound was paid. That is the scale for wrapper tobacco. The tobacco that goes on the inside of cigars pays twenty-eight cents a pound duty if stems are left on, and forty cents if the stems are stripped off before it is brought to Tampa.

At that they got off a bit easier than during 1928. Although tobacco prices were high last year, they were higher still the preceding year, and tobacco would not make so many cigars to the pound. While factories broke all records and made more than half a billion cigars during the year that just closed, they were able to do it with 86,000 fewer pounds of imported tobacco, and for $390,000 less tobacco cost. The year before last was a difficult one.

The Tampa industry, or rather that part of it that uses Cuban tobacco exclusively, gets most of its wrapper tobacco from the Partido section, which is near Havana, which town gave its name to all tobacco grown on the island. Filler, however, comes mostly from the southwestern part of the island, known as the Vuelta Abajo district, and reputed to be the finest cigar tobacco area in the whole world. Factories that use wrapper grown in the United States lean more to the third chief tobacco division of the island, known as Remedios, which takes its name from a town in Santa Clara province.

Wrapper tobacco suitable for use on the better classes of cigars is the weed in its most expensive form, whether grown in the United States or Cuba. It has to be grown under cheese cloth and carefully cured and selected. A bale weighing less than 100 pounds may cost $500, sometimes considerably more.

As the growing season nears its end the names of manufacturers here are on almost every sailing list of steamships running between here and Cuba. They go to warehouses in Havana, and drive far into the hinterland in rickety Fords and often on horseback looking over crops. Many Tampa manufacturers stake their growers. Some have warehouses in Havana; some own big tobacco plantations, but mostly they depend on the open market, for tobacco qualities are fleeting, and good tobacco is where the expert finds it.

The supply of the finest Havana tobacco is not large, and the Tampa industry, the industry at Havana and a few large concerns are the chief purchasers of the finest of the crop. Tobacco buyers study crops for months. They watch it as it is gathered; they look it over while hanging in the barns, and again in warehouses. The reputation of a brand depends largely on this game played back in the hills of Cuba. There is a lot behind a successful Tampa cigar factory.

Because labor and living conditions are high in Tampa compared with conditions in Cuba, much of the work of preparing tobacco is done over there. Considerably more than half of the leaf brought over here last year had been separated from the stems before

(Continued on Page 12)

MURIEL
CIGAR

2 for 25¢ Size
Cellophane wrapped
NOW 10¢

"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINAS ARE NOW RICHER, MILDER, MORE FRAGRANT THAN EVER—FOR THEY ARE MADE EXCLUSIVELY OF 1928 TOBACCOS—THE FINEST CROP IN YEARS

Tune in on the La Palina Radio Programs, every Wednesday night, 9:30 o'clock eastern time, and each Sunday night at 8 o'clock, over the Columbia Broadcasting System.

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

CENSUS OF DISTRIBUTION WILL BE HIGHLY VALUABLE

THE coming census of the United States will be the most comprehensive statistical compilation ever undertaken in this or any other country, and will necessitate the employment of over 125,000 people to canvass the dwellings, farms, shops, factories, stores and other establishments for which data must be obtained. It will cover population, occupations, agriculture, irrigation, drainage, manufactures, mines, quarries, unemployment and distribution.

In 1790 and 1800 the censuses were confined to the subject of population. Censuses of manufactures were included in 1810 and 1820; and statistics of agriculture, manufactures and mining have been collected in every decennial census since and including that of 1840. A census of manufactures is now taken every two years, and a census of agriculture every five years.

Now for the first time we are to have a census of distribution, which may be defined briefly as a gathering of statistics in regard to wholesale and retail trade. It will show the number of persons employed by merchandising establishments; the principal expenses of such concerns, including rent, interest and wages paid; the stock of goods on hand December 31, 1929, and the sales of broken down commodity groups, so far as practicable, all classified geographically by kind of distributor, size of establishment, and in other significant combinations. The inclusion of this subject of distribution means a very material addition to the work of taking the next census. It is estimated that it will be necessary to canvass nearly two million establishments.

The need for the kind of information which may be obtained through a distribution census is very generally realized, and has been urged upon the Government by manufacturers, merchants, chambers of commerce, representatives of business organizations, and others. It is generally asserted that one of the reasons why we have not made improvements in the efficiency of distribution corresponding to those that have been made in production is that we have hitherto possessed relatively little comprehensive information about the movement of commodities.

The Government will be greatly assisted in preparing its report on the distributive system of the country if the merchants co-operate by supplying the requisite data promptly and accurately.

Each manufacturer is also urged to see to it that the questionnaire of the censuses of manufactures which he has or will presently receive from the Government is filled out accurately and completely and is mailed at once in the return envelope that came with it.

After acceptable returns have been received from all the members of an industry a preliminary report for that industry will be prepared and published. This report will be sent out to all who ask for it.

As the preparation of these preliminary reports requires usually only a day or two after the receipt of the last return, and as multigraphing and mailing consume only about two weeks (allowing a week between date of mailing and release date), it is obvious that the date upon which this report will be available depends upon the promptness and accuracy with which the members of the industry send in their reports.

All manufacturers and merchants may be assured that their report will be treated by the Government in absolute confidence and will not be disclosed to any person who is not a sworn employee of the census bureau, not even to an official employee of some other government department or of the Department of Commerce outside the Bureau of the Census—as stated clearly on the questionnaire.

FAIR TRADE BILL FAVORABLY REPORTED

WITH all of its twenty-one members present, and after two days' debate, the House Interstate and Foreign Commerce Committee, by the comfortable margin of twelve to nine, on January 23rd ordered a favorable report, without material amendment, on the Capper-Kelly Fair Trade Bill (H. R. 11).

This result vindicates the judgment of its active friends in the committee who secured a gentlemen's agreement, just before adjournment of Congress last spring, to take the bill up for action at the beginning of this session. This pledge, although wholly unofficial, has been kept, with the result that the bill is on the calendar at the practical beginning of this long session, which will probably continue throughout the summer. With the three months' short session to follow, enactment of resale price legislation in this Congress is confidently anticipated. *The bill will pass the House.*

Copies of the committee report to the House containing reprints of the bill will be available early. In the meantime, in courtesy to the committee, further comment is withheld, but Representative Clyde Kelly, sponsor of the bill in the House, made the following statement to the press preliminary to the committee's official report:

"The action of the Interstate and Foreign Commerce Committee, in favorably reporting the Capper-Kelly Fair Trade Bill, is gratifying to all believers in fair competition in business.

"It is proof of the justice of the contention urged through many years that predatory price cutters shall not be permitted to destroy standard quality goods and independent distributors through cut-throat practices.

"The committee's action and the progress of this measure will without doubt be assailed by every interest which profits from unfair competition. Semi-monopolistic retailing organizations and their allies will, as in the past, endeavor to distort the one issue involved, which is honest business methods.

"Step by step the victories have been won and there can be no doubt as to final success in the effort to secure a square deal to independent American business."

TOBACCO AND ALLIED STOCKS EARNINGS

Report of Tobacco and Allied Stocks, Inc., for the year 1929 shows net profit from sale of securities, plus interest, commissions, and cash dividends received, but before taxes, of $324,902. This is equivalent to $5.41 a share on the 60,000 shares of capital stock outstanding.

TAMPA FACTORIES HAVE SPLENDID YEAR

(*Continued from Page 11*)

being shipped across to Tampa and almost half by weight. During the year 25,200 bales of unstemmed leaf was taken in through this port, and 24,634 bales of leaf that already had been stemmed. A total of 5859 bales of small and broken leaves made up the year's total of 55,653 bales of tobacco used by Tampa during the year.

At present, because of high labor costs, and increasing taxation, the tendency is to have as much work done in Cuba as possible, and as much as possible of the year's supply of tobacco kept in warehouses in Havana. Tobacco brought over here for factory use, for stemming, and for additional curing is taxed like a stock of goods, and with the new compulsory tax return law now in effect, manufacturers leave it as long as possible in Cuba and employ Cuban labor as much as possible.

MAY PASS TARIFF BILL BY FEBRUARY 10TH

ACCORDING to advice from the Tobacco Merchants Association, with the shoe and leather tariff, the last of the important controversial rates disposed of, the remainder of the amendments proposed by the Senate Finance Committee will probably be passed upon and completed by the first of February.

Thereafter, the Senate will take up "individual" amendments, *i. e.*, amendments introduced on the floor by individual Senators, which will probably prolong the final passage of the measure until about February 10th.

In connection with individual amendments, it is to be noted that, as regards the tobacco schedule, there is a probability that the advocates for a higher duty on wrappers may seek to reopen the question, while those advocating a reduction of the present rate may counter with a demand for a reduction. In fact, notice to that effect was given by both sides when the tobacco schedule was originally passed. It seems more than likely, however, that both sides may finally conclude to consider the wrapper question closed.

It is also quite likely that an amendment will be introduced to modify the amendment passed by the Senate precluding the importation of articles produced by "Indentured Labor" under penal sanctions. This amendment affects not only tobacco, but rubber and many other commodities as well.

As regards the final passage of the bill, it is indeed impossible at this time to forecast how long it will take for the conference committee to consider and pass upon the thousands of amendments. It is, however, safe to figure that it will take at least a month, if not six weeks, for the conferees to agree, in which event the measure would not become a law before the middle of March or the first of April.

In accordance with our usual practice, we will, of course, continue to report, from time to time, of any interesting developments.

FORMER HELME OFFICIAL DIES

Thomas J. C. Park, formerly vice-president of the George W. Helme Company, snuff manufacturers, of New York City, passed away at a hotel in Savannah, Ga., on Tuesday, January 21st.

Mr. Park's home was in Red Bank, N. J., and he arrived in Savannah on January 11th, accompanied by Mrs. Park and her sister.

Mr. Park retired from the George W. Helme Company about a year ago on account of ill health. He was sixty-nine years old.

NEW "RALEIGH" PRICE PLEASING TRADE

The recent reduction in the retail price of "Raleigh" cigarettes, from twenty cents a package to eighteen cents a package, two for thirty-five cents, as announced by the Brown & Williamson Tobacco Corporation, has met with the instant approval of the retail trade. Consumers are apparently grateful for the reduction also, as the manufacturers find the sales of this brand showing a steady increase.

FRANK HARWOOD RECOVERING

Frank W. Harwood, vice-president and advertising director of the American Cigar Company, who underwent an operation for appendicitis recently, is reported as having left the hospital last week, and being well on the road to recovery. Mr. Harwood is expected to return to his desk in a few days.

BLACKSTONE CIGARS

GO ON THE AIR *EVERY TUESDAY*

8 P. M., Eastern Standard Time

7 P. M., Central Standard Time

OVER THE

COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Waterloo	WMT	Syracuse	WFBL
Boston	WNAC	Omaha, Council Bluff	KOIL	Washington	WMAL
Buffalo	WKBW	Philadelphia	WCAU	Rochester	WHEC
Kansas City	KMBC	Pittsburgh	WJAS	Harrisburg	WHP
New York City	WABC	Providence	WEAN	Minneapolis	WRHM
Oil City	WLBW			Detroit	WGHP

Also through WCCO, Minneapolis, every Friday at 6:30 P. M.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE B. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

WHELAN FORTUNES REPORTED GONE

SAMUEL UNTERMYER, as counsel for the Whelan interests in the United Cigar Stores, revealed in a statement made on January 15th, that George J. Whelan, founder of the United Cigar Stores Company, has been gravely ill in a sanitarium for more than two months and that the bulk of the private fortune of the Whelans has almost vanished in the collapse in values of the securities of the companies which they now hold.

Asking for fair treatment for his clients, Mr. Untermyer declared that "there is nothing to conceal" in the affairs of the United Cigar Stores Company, adding that the good faith of his clients had been proven by their policy of buying increased amounts of United Cigar Stores stock during their regime.

While the Untermyer statement did not mention members of the Whelan family specifically, with the exception of George J. Whelan, founder and financial genius in the affairs of the company, it was indicated that his reference to stock losses applied to other members of the family, who, he indicates, are still large stockholders in United Cigars.

Other members of the family include C. A. Whelan, former chairman of the board and now a director; J. F. Whelan, Robert J. Whelan and E. Francis Whelan, all of whom were former officers and directors of the company prior to the change in management which involved the passing of control to the Morrow interests, George K. Morrow being made chairman of the board and Frederick K. Morrow, president of the United Cigar Stores Company.

The statement of Mr. Untermyer follows:

"In view of the continued grave illness of George J. Whelan, who is now and has been for upwards of two months in a sanitarium, I have been asked by members of his family and friends and others closely connected with him, to explain the situation on his and their behalf so as to set at rest the many false rumors that have been circulated reflecting upon the past management.

"There is nothing to conceal in the transactions of that management so far as has been brought to my attention.

"The situation is one that is common to almost every great corporation whose business and assets have been adversely affected by the crash in market values and the deflation in business through which the country is now passing. Added to these unfavorable factors is the effect of the cigarette price war that is injuriously affecting this line of business.

"The bulk of the large private fortunes of the Whelans and their families have at least temporarily been almost wiped out by the collapse in values of the securities of the companies which they now hold, and the good faith of the previous management in putting out the original report of earnings for the year 1928 is best evidenced by the fact that the Whelans actually increased their holdings in the company after the report was issued.

"The twenty-five-year record of growth of the United Cigar Stores Company is in its way one of the most remarkable in the marvelous history of the great industrial development of the last quarter of a century. I understand that a man who in 1905 paid $3800 for 100 shares and subscribed $10,000 for an additional 100 shares in 1906, when the capital was doubled, and who held on to his investment, had received in cash dividends up to 1926 the fabulous sum of $890,000 in cash and found himself with 35,000 shares of stock, all in return for his investment of $13,800.

"The business has recently fallen upon evil times, which I am told are now mending, but no one has suffered as much as the Whelans, who, I am told, are by far the largest individual stockholders.

"The report issued by the new management, which, mind you, was placed in control by the Whelans following the grave illness of George J. Whelan, is claimed to be far more drastic than the facts warrant. A formal protest was made to the new board of directors against certain features of that report. It attributes adjustments to surplus as of June 30, 1929, with respect to matters that took place after that date and depreciates the assets on an unusually pessimistic basis against the possibilities of the future. Whilst the so-called new method of bookkeeping on which it is based tends to decrease the earnings of the year 1928 and the first six months of 1929, it tends also to correspondingly increase the earnings of the future.

"That this is the case is illustrated by the fact that, whilst in the recent report the earnings for 1928 were decreased by eliminating approximately $3,300,000 in the value of securities held by the company, the earnings for the four months' period ending October 31, 1929, were in point of fact increased by $2,900,000 on account of profits on securities sold. In other words, certain stocks belonging to the company were actually sold for $2,900,000 in cash in excess of the amount at which they appear on the books, and in the 1928 report after charging back the $3,300,000 by which other securities had been advanced in value. All this, I assume, was done in the interest of ultra-conservatism, and would result in making the best possible showing for the new management, which, from their point of view, is quite natural. But it places the Whelan management in an unfair light.

"Included amongst the assets of the company that are carried in the balance sheet as valueless are two stocks that have been paying dividends at the rate of about $100,000 a year, and a third stock that went on a 6 per cent. dividend basis whilst the report was being printed for distribution.

"I understand that the present management is very optimistic of the eventual outcome of the business, especially when the price-cutting war in the cigarette business is settled, notwithstanding the steady decline in the consumption of cigars over a period of years.

"The men who have given their lives to this business have built it up from small beginnings and have been putting their money into it until they are today by far the largest individual holders, are entitled to fair treatment, and that is all they ask at the hands of the stockholders.

"The United Cigar Stores Company is free of debt and has today $7,000,000 and upward of cash on hand. The former management did not bring on the cigarette war; nor is it responsible for changes in the tobacco business that have affected every branch of the industry."

BLUM DINES SILVER RING GROUP

Harry Blum, manufacturer of the "Natural Bloom" cigar, was host to more than 100 retail tobacconists of the Silver Ring Stores, of New York City, last week at the Broadway Central Hotel, where a splendid dinner was served and plenty of fine entertainment provided.

The dinner was characterized as being given for the purpose of promoting good will, and was voted an entire success by those in attendance.

KENTUCKY ASKS CHAIN STORE CONTROL

GOVERNOR FLEM D. SAMPSON, of Kentucky, in his message to the recently convened legislature of that state, recommended that steps be taken to exercise control of chain stores operating in that state.

In reference to such control, Governor Sampson said:

"Many of our old, substantial, independent merchants have been and are being driven out of business by the activities of the chain store organizations, which, like great octopuses, are reaching their long, viper-like tentacles into every nook and corner of our country to suck the lifeblood from our home people engaged in business.

"Many, if not all, of these concerns are owned by foreign capital; are operated from foreign offices; pay little or no taxes; deposit their moneys only temporarily in our banks, and move it on to headquarters through the next mail; pay low salaries; sell inferior goods; give short weight and measure; fight our local business people; invest in no property, and prey upon the public in divers and sundry ways, all to their great profit and to the hurt of our people who pay the taxes.

"These organizations are not bearing their fair share of the burden of the government, but are enjoying an unreasonable share of the profits from business.

"Some method should be devised by which these conditions can be speedily remedied, and I recommend the appointment of a committee from each house for the study of this subject and recommendation of suitable legislation at this term."

PROFIT SHARING COMPANY OUTLOOK BRIGHT

Although United Profit Sharing Corporation recently passed the regular quarterly dividend of thirty cents a share on the common stock, it is stated earnings last year were not seriously impaired. The management is sanguine over the business outlook. Marvin D. Rae, president, announces the action was taken by directors to preserve cash for expansion, and for the purpose of increasing the stock of premiums to meet the increasing demands of coupon redemptions.

Net income for 1929 will approximate $260,000, after Federal taxes, equal after 10 per cent. cumulative preferred dividends to about $1 a share on the 236,000 shares of no par common stock currently outstanding. This compares with $309,854 or $1.22 a share on the 236,847 shares outstanding in the previous year.

During recent months the management has negotiated several important contracts with manufacturers for distribution of profit sharing coupons with their products, including long term agreements with the Curtis Publishing Company, Swift & Company, William Wrigley, Jr., Company, and others. Discontinuance of coupons by the United Cigar Stores served to stimulate earnings through nullifying an agreement which prohibited the company from sale of coupons within the tobacco industry, while this form of advertising was indulged in by the cigar chain store.

Since the expiration of this agreement contracts have been signed with more than seventy manufacturers, including several tobacco firms, whose products are not distributed through the United or Schulte stores.

The management states the coupon form of advertising is gradually finding favor within a higher priced field of merchandising. New contracts and the increased rate of redemption of coupons has resulted in the company's enlarging the office personnel, and moving its executive office to the central plant at 44 West Eighteenth Street, New York, which will effect some economy in operation.

D. E. KLEIN COMPANY SALES INCREASE

D. EMIL KLEIN COMPANY, Incorporated, cigar manufacturers, report for 1929 net profits of $414,414.16, equivalent to $3.44 per share on the common stock after payment of preferred dividends, taxes, depreciation and other charges, which compares with $3.06 per common share for the previous year.

Current assets on December 31 were $1,714,406.12, against current liabilities of $100,000. Reserves and surplus carried into the new year amounted to $496,025.71. Total sales of cigars were $3,844,407.94, an increase of $274,939 over 1928. A 7 per cent. dividend was paid on the 10,000 of preferred stock outstanding. President D. Emil Klein attributed the marked rise in sales to the increased demand for the company's leading factory brands of cigars, "Haddon Hall," "Nottingham" and "Emanelo."

CANADIAN TOBACCO CROP OF 1929

The tobacco manufacturing industry in Canada numbers about seventy-nine factories producing cigars and cigarettes and thirty-six factories engaged in the manufacture of smoking and chewing tobacco.

According to an official statement, reviewed by Vice Consul Julian F. Harrington, the 1929 crop in Canada will not attain the high level established last year. The review as released by the Tobacco Section, Department of Commerce, indicates that present estimates place the crop in Ontario at less than two-thirds of the 1928 production which approximated 33,000,000 pounds, the principal reductions being in the burley. Dark air-cured and dark-fired types. Considerable satisfaction, however, is derived from an increased area of nearly 50 per cent. in bright flue-cured. A noteworthy feature in Ontario is the Turkish type area of approximately 100 acres.

Unsatisfactory financial returns from the 1928 crop and adverse weather conditions affecting the 1929 crop are advanced as the principal reasons for the low estimate. Quebec, second in importance in tobacco growing, will compare favorably with the 1928 yield. British Columbia, although only a minor producing province, will have an output about half that of last year. In Quebec the decreased planting will be compensated to a large extent by a heavier yield per acre. Climatic conditions in Quebec were regarded as favorable and estimates anticipate an improvement in the quality of leaf produced.

Growers in the Okanagan Valley in British Columbia, after the poor returns from the 1928 crop, failed to plant any considerable portion of their land to tobacco, with the result that the 1929 crop area can not be regarded as assuming commercial importance. In the Lower Fraser Valley, however, the 1929 crop covered a greater area than that of 1928, but the yield per acre is disappointing, amounting to 868 pounds as compared with 1415 pounds the previous year.

The Minister of Agriculture of the Province of Quebec has notified the Tobacco Producers Association of the northern countries that a bonus of two cents a pound will be provided by the Government, to be applied to the reserve fund of the association, if the tobacco producers will grow and sell one million pounds of leaf and also contribute two cents a pound to the fund.

News from Congress

(Continued from page 8)

come under the head of foodstuffs. We have been giving it special attention, and, as you probably remember, we had a fund given us previously for the appointment of a tobacco specialist to tour Europe. His reports, in my opinion, were very valuable to the trade. Undoubtedly, a separate division should be set up, because this commodity really has very little connection with foodstuffs, and the tobacco interests are quite separate from those that are supplying our foodstuffs exports. I think that amount, which will enable us to put a man and a clerk on that work, will be very moderate, but the division is one that will fill a long-felt want."

New Proceedings in Bankruptcy Sought

Restriction of "ring" operations in bankruptcy proceedings is sought by the United States Supreme Court in orders issued January 13, regulating the activities of receivers and attorneys. The orders of the Supreme Court are binding upon all bankruptcy courts throughout the country.

Under the new rules, neither a receiver nor his attorney may solicit any proof of debt, power of attorney or other authority to act for or represent any creditor for any purpose in connection with the administration of an estate or the acceptance or rejection of any composition offered by a bankrupt. It is provided, however, that the local bankruptcy court, where a banking institution, under local rule or practice, is always appointed receiver in cases requiring the services of a receiver, may adopt a rule, approved by a majority of the judges of a circuit, providing that notice may be given to the creditors of the availability of such institution to act as trustee if elected and provide means to facilitate the creditors in filing and voting their claims in favor of the election of such institution as trustee.

It is also provided that banks may keep on deposit with themselves funds received by them in the capacity of custodian, receiver, or trustee, under court supervision and control, on which interest at a rate fixed locally, but not less than 2 per cent. a year, must be paid.

Periodical Credit Survey Proposed

The desirability of placing the national retail credit survey on a permanent basis was stressed January 16 by representatives of the National Retail Credit Association attending the annual meeting of executives and district managers of the Bureau of Foreign and Domestic Commerce.

Plans calling for the gathering at stated intervals of credit data from six classes of stores in twenty-two selected cities were laid before the conference as a means of keeping business men informed of changes in the credit situation from time to time.

The first national survey of retail credits was recently completed by the Department of Commerce and reports are now in course of preparation. This investigation analyzed the net sales of approximately 20,000 establishments with total annual sales in the neighborhood of $5,000,000,000, with a view to presenting data as to the kinds and extent of retail credit, credit losses, the use of credit bureas and finance companies, the extent of returned merchandise, the extent of installment credits, and collection percentages.

UNITED STATES PROVIDES HALF JAPAN TOBACCO

ACCORDING to United States Consul Charles L. De Vault, Tokio, for twenty years the United States has supplied more than one-half of Japan's total imports of leaf tobacco, and is the only country where the Japanese Government Monopoly maintains an office and permanent representatives for leaf purchases.

Of the total imports of leaf tobacco for the financial year ended March 31, 1929, the United States supplied 8,231,981 pounds, valued at $3,460,278—more than 65 per cent. in quantity and 81 per cent. in value than the total imports of 12,615,103 pounds, valued at $4.282,707. In 1928, out of a total of 12,651,551 pounds, valued at $4,420,758, the United States supplied the same per cent. In 1927, however, the total imports were only 10,776,453 pounds, valued at $3,445,897, but the proportion furnished by the United States was greater—7,866,431 pounds, valued at $2,862,555, or 73 per cent. in quantity and 83 per cent. in value.

These figures do not include the leaf imports into Japan from Korea, which totaled 1,237,413 pounds in 1927, 661,691 pounds in 1928, and 1,045,610 pounds in 1929.

The increasing consumption of tobacco in Japan, where its use has been common to both sexes for more than 300 years, the limited area available for cultivation, and a population already exceeding 63,000,000, and increasing at the rate of 900,000 a year, assure an enlarging market for United States exporters. An adequate understanding of the conditions peculiar to Japan's tobacco industry and of its special requirements and purchasing methods should enable growers and exporters of leaf tobacco and manufacturers and exporters of pipe tobacco and cigarettes to enlarge substantially their sales. Moreover, there appears to be no good reason why American cigars should not be found on the Japanese market along with those from other countries.

Government Monopoly Bureau Controls All Operations

All operations in Japan's tobacco industry and trade have been managed since 1904 directly by the Imperial Japanese Government Monopoly Bureau, which is a section of the Imperial Ministry of Finance. This bureau regulates and supervises all tobacco cultivation in Japan; purchases the leaf from the growers at prices fixed by the monopoly regulations; manufactures in its own plants the several tobacco products; purchases abroad by its own representatives, or through its less than a score of specially licensed importers in Japan, leaf and manufactured tobacco; and governs in every detail the exports and domestic sales, wholesale and retail, of all tobacco products.

Government tobacco regulations were first promulgated in 1876 and the first tax on tobacco was levied in that year. A tobacco-leaf monopoly law was enacted in 1896, effective in 1898, and remained in operation for ten years. The present all-inclusive tobacco monopoly law, the enactment of which in 1904 was induced by the necessity for obtaining increased revenues to defray the costs of the Russo-Japanese War, became fully effective in April, 1908.

The Government's profits have been highly satisfactory. The receipts have yearly exceeded the estimates. At the end of the first ten-year period the net revenue to the Government from the tobacco trade amounted to $44,299,525 for the financial year ended March 31, 1919. Ten years later, for the year 1929,

(Continued on Page 18)

DECEMBER CIGAR PRODUCTION OFF 1,000,000

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of December, 1929, and are issued by the Bureau. (Figures for December, 1929, are subject to revision until published in the annual report):

Products	*Dec., 1928*	*Dec., 1929*
Cigars (large):		
Class A.....No.	205,492,390	224,634,165
Class B.....No.	43,557,033	30,550,363
Class C.....No.	149,670,042	144,351,044
Class D.....No.	10,585,257	9,352,362
Class E.....No.	2,605,712	1,974,973
Total.....	411,910,434	410,862,907
Cigars (small).....No.	21,991,813	23,417,000
Cigarettes (large).....No.	687,782	602,210
Cigarettes (small).....No.	7,515,100,813	8,261,356,533
Snuff, manufactured...lbs.	2,910,765	3,060,099
Tobacco, manufactured.lbs.	22,458,233	21,622,304

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the December Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of December.

Products	*Dec., 1928*	*Dec., 1929*
Cigars (large):		
Class A.....No.	6,541,800	6,520,400
Class B.....No.	598,150	232,250
Class C.....No.	2,477,250	1,040,882
Class D.....No.	1,500	.....
Class E.....No.	.....	1,400
Total.....	9,618,700	7,794,932
Cigarettes (large).....No.	100,000	.....
Cigarettes (small).....No.	2,000	60,000

Tax-paid products from the Philippine Islands for the month of December:

Products	*Dec., 1928*	*Dec., 1929*
Cigars (large):		
Class A.....No.	14,024,320	10,162,245
Class B.....No.	225,463	258,803
Class C.....No.	126,400	23,924
Class D.....No.	120	1,130
Class E.....No.	81	5
Total.....	14,376,384	10,446,107
Cigarettes (small).....No.	442,970	37,620
Tobacco, manufactured.lbs.	81	126

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the December Statement of Internal Revenue Collections

Objects of Taxation	*First six months Fiscal year 1929*	*1930*
Tobacco manufactures:		
Cigars	$12,534,698.11	$12,201,010.85
Cigarettes	166,399,662.77	181,571,356.69
Snuff	3,497,810.79	3,577,546.41
Tobacco, chewing and smoking.....	30,303,646.98	29,940,235.94

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

UNUSUALLY QUALIFIED PORTO RICO-AMERICAN OPEN for offers from reliable firms. Fifteen years in Porto Rico as general manager tobacco leaf enterprises. Close connection important growers, dealers, manufacturers. Capable starting new business or developing one already established. Age 36. Splendid references. Address Box No. 528, "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

FOREIGN TRADE SHOWED SPLENDID INCREASE

Merchandise exports from the United States last year exceeded $5,248,483,000 in value, an increase of $120,127,000 over 1928 and the heaviest since 1920, while imports totaled $4,400,634,000, an increase of $309,190,000 over the previous year and the heaviest since 1926, according to preliminary figures just compiled by the Department of Commerce. The balance of trade in favor of the United States for the year was $847,849,000.

Our export trade now, analysis of the figures shows, is on a more stable basis than in past years, with less fluctuation from month to month, 1929 exports ranging from $385,000,000 to $528,000,000, while in 1928 they ranged from $364,000,000 to $550,000,000.

The feature of the year's trade, according to department officials, was the continuous growth in foreign sales of finished manufactures, which, for the eleven months ended with November, totaled $2,350,642,000, or 49.6 per cent. of the total exports.

With the exception of December, imports last year year were greater in every month than they had been in corresponding months of 1928. With the exception of 1926, when import values were high as a result of excessive rubber prices and the year's total was $30,000,000 greater, last year's imports were the heaviest for any year since 1920.

LINZ.

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CHELSEA ARMS:—45,637. For all tobacco products. January 6, 1930. George Schlegel, Inc., New York, N. Y.

BRENTLY:—45,638. For all tobacco products. January 6, 1930. George Schlegel, Inc., New York, N. Y.

WELCOME—1930 PROSPERITY:—45,641. For cigars. January 10, 1930. Ulrich, Milwaukee, Wis.

DECK MATE:—45,644. For all tobacco products. January 23, 1930. George W. Helme Co., Inc., New York, N. Y.

LAND MATE:—45,645. For all tobacco products. January 23, 1930. George W. Helme Co., Inc., New York, N. Y.

BAN HUME:—45,646. For cigars, cigarettes, plug, chewing and smoking tobacco. January 27, 1930. Henry Alberts, Dorchester, Mass.

GENUINE OFF COLORS HB:—45,647. For all tobacco products. October 18, 1929. H. Beletotsky, Philadelphia, Pa.

ADVOLO:—45,648. For all tobacco products. December 29, 1929. Leon Mazzeo, Hammonton, N. J.

TRANSFERS

TRADITION:—21,191 (Trade-Mark Record). For cigars. Registered July 19, 1899, by L. Levy & Son, New York, N. Y. Transferred to George Schlegel, Inc., New York, N. Y., and re-transferred to Bayuk Cigars, Inc., Philadelphia, Pa.

LA TRADITA:—22,901 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered July 3, 1900, by the American Litho. Co., New York, N. Y. Through mesne transfers acquired by the American Litho. Co., and re-transferred to Bayuk Cigars, Inc., Philadelphia, Pa., January 10, 1930.

BLENCOURT:—41,658 (T. M. A.). For all tobacco products. Registered March 16, 1920, by the American Litho. Co., New York, N. Y. Transferred to D Emil Klein Co., Inc., New York, N. Y., January 8, 1930.

HIS MAJESTY:—4208 (U. S. Tobacco Journal). For cigars. Registered August 4, 1885, by T. J. Dunn & Co., Philadelphia, Pa. Transferred by Consolidated Cigar Corporation, New York, N. Y., successors to original registrants, to George Schlegel, Inc., New York, N. Y., and re-transferred to Benson & Hedges, New York, N. Y., January 25, 1930.

PEERAGE:—29,476 (Trade-Mark Record and United Registration Bureau). For cigars, cigarettes and tobacco. Registered January 5, 1904, by George Schlegel, New York, N. Y. Through mesne transfers acquired by Kaufman, Worms & Co., Long Island, N. Y., and re-transferred to Schwab Bros. & Baer, Inc., New York, N. Y., January 15, 1930.

LA GARNITA:—20,407 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered February 15, 1899, by Schumacher & Ettlinger, New York, N. Y. Through mesne transfers acquired by the Kraus Cigar Co., New York, N. Y., and re-transferred to Jacob Rich, New York, N. Y., January 9, 1930.

U. S. PROVIDES HALF JAPAN TOBACCO

(Continued from page 16)

the net receipts amounted to $80,992,266, compared with $78,770,455 in 1928 and $77,998,459 in 1927.

Licensed Tobacco Importing Firms in Japan

There are twelve firms in Japan specially licensed by the monopoly bureau to import leaf tobacco and products. Other firms are granted similar licenses from time to time, either as more or less regular tobacco importers or for a specific single shipment or series of shipments. Some of these firms are primarily tobacco importers, while others are large general importing firms with connections in various parts of the world and having special transportation equipment or facilities.

The monopoly depends upon these licensed importers to supply its leaf tobacco requirements from all parts of the world prepared to export leaf approved and required by the bureau—notably from China, Cuba, the Philippine Islands, Sumatra, and Turkey, excepting only from the United States where purchases are primarily entrusted to the bureau's New York office. The imports of manufactured products are also negotiated by these licensed firms, comprising importations of cigars from Belgium, Cuba, Germany, the Netherlands, and the Philippine Islands; cigarettes from Burma, Belgium, Canada, China, Egypt, England, France, Germany, the Netherlands, Italy, Philippine Islands Switzerland, Turkey and the United States; and cut tobacco from Canada, China, England, France and the United States.

Purchase Method

United States leaf tobacco sales to Japan—to Japan proper, exclusive of Korea and Formosa—averaging for the last five years 10,445,777 pounds, have been confined almost exclusively to the bright flue-cured type.

The United States leaf imports are utilized almost exclusively in the manufacture of cigarettes, and no cigar leaf or any staple American leaf type other than the bright flue-cured—excepting commercially insignificant quantities of other types—is to be found in Japan's import returns or the monopoly's invoices. Manila leaf is employed generally for cigar manufacture, for wrappers, binders, and fillers, in Japan, although Havana and Sumatra leaf are largely used in the manufacture of high-class cigars in the colony of Formosa, whence considerable numbers are imported into Japan.

Under the law and the regulations for its enforcement any of the specially licensed tobacco importing firms in Japan may collect, through its traveling representatives or resident agents in foreign countries, and may import free of duty tobacco leaf samples and submit such samples to the monopoly bureau, with a request that the firm be granted a permit to import for the use of the bureau a quantity of the leaf represented by the samples submitted. Samples from foreign countries are not consigned to the importing firm itself, but direct to the Imperial Japanese Government Monopoly, Tokyo. Resident agents of most of these firms are to be found in different parts of the United States and their traveling representatives make frequent visits to the tobacco leaf producing districts and the tobacco products manufacturing and exporting centers in the United States and other countries from which tobacco exports are made to Japan.

The purchase of manufactured products for the Japanese trade, likewise made solely on behalf of the monopoly, is negotiated only by these specially licensed firms in Japan, and in practically the same manner as tobacco leaf, except that the samples of cigars, cigarettes and pipe tobacco must be subjected to a test as to quality and desirability. This test is made by a "council of examination of samples of foreign tobacco products for sale," consisting of the director of the monopoly as chairman and ten other regularly constituted members, two of whom must be licensed wholesale dealers, three licensed retail dealers, and five officials of the monopoly. These test council meetings are held at one, two or three-month intervals, according to circumstances.

(To be continued)

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VOLUME 50 No. 4

THE TOBACCO WORLD

BLACKSTONE CIGARS
GO ON THE AIR
EVERY TUESDAY
8 P. M., Eastern Standard Time
7 P. M., Central Standard Time
OVER THE
COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J

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Baltimore	WCAO	Waterloo	WMT	Syracuse	WFBL
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Buffalo	WKBW	Council Bluff		Rochester	WHEC
Kansas City	KMBC	Philadelphia	WCAU	Harrisburg	WHP
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MURIEL CIGAR

2 for 25¢ Size
Cellophane wrapped
NOW 10¢

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Cigar Smokers Won't Be Blindfolded

There is a growing tendency on the part of all manufacturers to pack their merchandise so customers can see at a glance what they are buying.

This is particularly desirable in the cigar industry where the size, shape and color of cigars are so important to the smoker.

Cigars that are packed in wooden boxes have a decided advantage over those packed in other forms of containers. Smokers almost invariably buy cigars on sight, and do their picking from opened boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 4

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, FEBRUARY 15, 1930 — Foreign $3.50

ANOTHER NEW CIGARETTE

A new cigarette, known as "The Court," has been placed on the market in New York City territory, manufactured by the recently organized Court Cigarette Company, Ltd., with factories in North Carolina.

"The Court" brand is a high grade blended cigarette in packages of twenty and retails for twenty cents. The package is purple and gold and bears a facsimile of the Court of St. James, from which the new brand derives its name. The cigarette has been placed with Faber, Coe & Gregg, and the leading hotel stands and high retailers in New York City, and repeat orders have been received, so that the brand seems to be off to a good start. Distribution will be established in other parts of the country just as soon as production facilities will permit.

GENERAL EARNINGS INCREASE

Net income of the General Cigar Company in 1929 is reported as $4,295,960, after charges and Federal taxes, and is equivalent, after preferred dividends, to $8.06 a share on the common stock.

In the previous year the net income was $3,140,459. As of December 31, 1929, the Company had net working capital of $24,778,764, as compared with $18,879,841 at the close of the previous year.

SHULTE ACQUIRES CAMDEN CORNER

D. A. Schulte, Inc., has acquired a lease on the southwest corner of Broadway and Federal Street, Camden, N. J., from the Stecker store. The lease covers twenty-four feet six inches on Federal Street, and thirty-eight feet two inches on Broadway, and covers a corner of the store now occupied by Stecker & Sons, Inc. The lease covers a period of sixteen years at a rental aggregating $200,000. There is a Schulte store at the present time on the southeast corner of Broadway and Federal Street.

NEW CIGAR FIRM REGISTERED

Among the certificates of registration of persons doing business under other names filed here last week, was that of Harry J. Sylk and Albert J. Sylk, 4614 North Thirteenth Street, trading as H. & S. Cut Price Stores Company, cigars etc., at 5516 Chester Avenue, and 6146 Lansdowne Avenue.

UNITED STATES TOBACCO COMPANY EARNINGS

Net profits of the United States Tobacco Company for the year 1929 are reported as $2,771,037, as compared with $2,660,390 for the preceding year. The United States Tobacco Company manufacturers the well known "Dill's Best" smoking tobacco.

UNIVERSAL LEAF COMPANY HAS SERIOUS FIRE

ON February 4th the redrying plant of the SouthwesternTobacco Company, a subsidiary of the Universal Leaf Tobacco Company, at Lexington, Ky., was visited by a disastrous fire which started from an overheated smoke stack, resulting in a loss estimated at $250,000. The blaze was discovered by workmen but sparks were blown by a high wind to the roof of an adjoining warehouse, increasing the damage by water.

It was reported that of the 700,000 pounds of tobacco stored in the plant, the Liggett & Myers Tobacco Company owned 300,000 pounds. Officials of the company refused to give out figures of the estimated damage but stated that it was covered by insurance.

TOBACCO AND ALLIED STOCKS

Tobacco and Allied Stocks, Inc., report net earnings of $302,991 for the year 1929.

As of December 31, 1929, the Corporation had substantial investments in the American Tobacco Company; British American Tobacco Company; General Cigar Company Inc.; Imperial Tobacco Company of Canada, Ltd., Liggett & Myers Tobacco Company; Philip Morris & Company, Ltd.; Porto Rican American Tobacco Company; Tobacco Products Corporation; United States Tobacco Company, Inc.; Universal Leaf Tobacco Company, Inc.; and Waitt & Bond, Inc.

Of their total investments, more than 39 per cent. was composed of stocks of domestic cigarette and tobacco manufacturing companies and 37 per cent. of cigar companies.

BAYUK EARNS MORE THAN $10 A SHARE

Bayuk Cigars, Inc., reports earnings for the year 1929 of $1,315,534, after all charges and provision for Federal income taxes. Payment of dividends on preferred stock for the year amounted to $297,171, leaving a balance of $1,018,363 applicable to the common stock, or $10.30 a share.

In the previous year the Company earned $9.07 a share on the common stock. Gross revenue for the year 1929 was $3,789,143, as compared with $3,501,584 for the year 1928.

PORTO RICAN CROP DAMAGED BY RAIN

According to a radiogram from Assistant Trade Commissioner Rolland Welch, San Juan, dated January 17th, the tobacco crop of Porto Rico has been somewhat damaged by the rains, which had fallen over the island during the past week, and growers stated that further rains in January would greatly reduce the harvest prospects of that crop. The wet weather also interfered with the harvesting of such tobacco as is ready for gathering, and the leaf has been left in the fields.

PHILADELPHIA.

RECENT BAYUK VISITORS

RECENT visitors at Bayuk Cigars, Incorporated, headquarters, at Ninth Street and Columbia Avenue, were F. B. Mueller, territorial manager of Indiana; Charles L. Steffens, territorial manager of Ohio and Illinois; Mart Huser, of the Huser Cigar Company, Huntington, Ind., and R. E. Freeman and G. H. Flint, of the O. C. Taylor Cigar Company, of Burlington, Vt. They were in to confer with Joseph Newman, sales manager, and report conditions highly satisfactory in their territories, with an excellent outlook for the year 1930 for Bayuk brands.

A. N. Hirst has returned from a visit to the Middle West, where he found the newly established distributing branch at St. Louis progressing nicely.

THIEVES ENTER STERNER STORE

Thieves recently broke into the store of E. Y. Sterner & Sons, on South Twelfth Street, and stole more than one hundred cartons of cigarettes, a box of cigars, some candy, and the contents of the cash register. Entrance was gained through a transom and it is believed to have been the work of boys on account of the nature of the articles stolen. This store carries an excellent line of high grade pipes, which were not touched.

"ROCKY FORD" SALES INCREASING

P. Lorillard Company's "Rocky Ford" five-cent cigar is being ably distributed here by the Frings Brothers Company, and are to be found in most of the down town stores, with a good call reported.

Lorillard's "Le Roy" brand of little cigars have been featured by their own sales force with good results. The "Le Roy" little cigar is packed ten in a package and retails at twenty-five cents a package.

FINKELMAN BROS. FILE SCHEDULE

Finkelman Brothers, 500 Market Street, dealers in cut rate cigars, radio, and sporting goods, who recently filed a petition in bankruptcy, last week filed a schedule of assets and liabilities showing assets of $478,450 and liabilities of $484,232.

Y. & M. ADD ANOTHER STAND

Yahn & McDonnell, cigar distributors, of North Seventh Street, who also operate a chain of high-grade cigar stands in hotels and office buildings, have added another stand to their chain, having acquired the stand in the lobby of the new fourteen-story building at Seventeenth and Sansom Streets.

CONGRESS DETROIT BRANCH OPENS

THE recently established Detroit distributing branch of the Congress Cigar Company, opened for business on January 27th, in the Interim Warehouse, formerly known as the Coe Terminal Warehouse, Fort and Tenth Streets. An ample section of the warehouse has been partitioned off for offices, and the new branch will handle all sales to the retail trade of the Detroit metropolitan territory. About twenty salesmen will be employed.

The branch is in charge of A. W. Ricketts, former manager of the cigar department of Lee & Cady who were formerly distributors of the "La Palina" in that territory. J. Harley Davidson is the assistant manager of the branch.

Willis Andruss, sales manager of the Congress Cigar Company, spent the opening week in Detroit co-operating with the officials of the new branch and will journey to Indianapolis, Cincinnati, Memphis, Birmingham, St. Petersburg, and Miami Beach, visiting the "La Palina" distributors before returning to Philadelphia headquarters.

TOBACCO TRUCK IN DEATH CRASH

Last Saturday a Philadelphia woman was killed in a collision with a tobacco truck when the automobile in which she was riding blew a tire near Lancaster, Pa., causing the car to go out of control.

John Farrell, employed by Bobrow Brothers was the driver of the truck and he escaped serious injury, although the truck went over an embankment and was overturned.

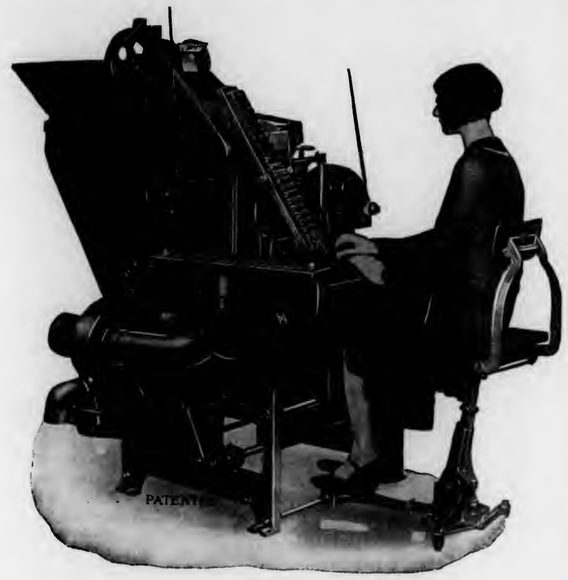
The collision was unavoidable, according to police reports

WILLIAM SCHRAND REJOINS EISENLOHR

William Schrand, who represented Otto Eisenlohr & Brothers, Inc., in the northeast section of the city several years ago, but who resigned in order to give his attention to his personal affairs, has rejoined the sales force of this company and began to cover his old territory again this week promoting the Eisenlohr brands. He received a hearty welcome from his old friends and "Cinco" and "Henrietta" brands are moving ahead accordingly.

SAMUEL MANNHEIMER A VISITOR

Samuel Mannheimer, representing Kaufmann Brothers & Bondy, was in Philadelphia this week showing his company's fine line of high grade pipes, and collecting the dealers' autographs on the dotted line.



The
MODEL L UNIVERSAL
Scrap Bunch Machine

WHETHER yours is a large or small factory, if you make scrap cigars, you cannot afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

The Model L Scrap Bunch Machine is now being made with (or without) Suction Binder Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine, which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is equipped with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

The Improved Scrap Bunch Machine

Has been improved with two important features that assure uniform, high-quality bunches equal to hand work in every respect.
Save stock, labor and production costs.
Cause smoother running and lower upkeep costs.

LABOR, STOCK & MONEY-SAVING FEATURES

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.
B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.
C—Handles straight or shaped work equally well.
D—Makes right or left-hand bunches without changing machine.
E—Adapted for use in conjunction with automatic rolling machines.
F—Uniform size, shape and weight of bunches assured.
G—A very substantial saving in labor and stock costs.
H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.
I—Damp or dry tobacco handled with equally good results.
J—Low cost of upkeep; does not easily get out of order.
K—The easily adjustable weighing scale meets all requirements as to changes in size and weather conditions.
L—Automatically removes foreign substances from the tobacco, such as thread, feathers, etc.
M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$950

Convenient Time Payment Terms in U. S. and Canada

With Suction Binder Table—$50. extra (when ordered with machine)

With individual, direct-connected, motor-driven Suction Fan, $75 extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

Write for Illustrated Price Folder and complete Model L information

PHIL. M. PHULOFAX JOINS BAYUK CIGAR

ANNOUNCEMENT has just been made of the addition to the sales staff of Bayuk Cigars, Inc., of Phil M. Phulofax, D. B. I., business philosopher and specialist in cigar retailing. In his first news interview, Mr. Phulofax has given the trade a glimpse of what may be expected from him in his new business connection.

"I've often asked myself," said Mr. Phulofax when interviewed by our reporter, "whether we retailers aren't missing flocks of business that is just lying around waiting to be picked up, through downright neglect of some of the simplest yet most important rules of merchandising. And I feel just like bustin' right out in meetin' and spillin' a few things that ought to do us a world of good."

A direct sort of a chap is Phil. Note, for instance, the "us" in the last line of his statement. He has the retailer's viewpoint—likes to feel that he's one of the great family of retailers selling cigars. Just now he has his ear attuned to the music of the cash register, and he's developing some musical scores for it that will make the cigar counter sound like a symphony concert.

Mr. Phulofax, under the sponsorship of Bayuk, is going to speak plainly, sincerely and helpfully to the cigar trade. The first of his 1930 cigar retailing suggestions appear on an advertising page of this issue. Bayuk is to be congratulated upon obtaining the services of this experienced retail sales specialist, as well as making his messages available to the trade through the advertising pages of this magazine. Mr. Phulofax will talk to retailers and cigar dealers exclusively for Bayuk.

Phil. M. Phulofax, D. B. I.

He announced yesterday that he would either have to learn to run a typewriter himself by something speedier than the hunt and hit system, or engage an additional secretary to answer the letter he's been receiving since he started his series of sales messages now appearing in the advertising pages of this magazine.

"The fellows out on the firing line, jobbers and retailers from all over the country have been writing in to tell us we uncovered a real idea when we began to aim our advertising straight at helping the dealer make bigger sales and profits, instead of trying to tell him a lot of stuff he already knew about ourselves and the high quality of our products. Here's a letter from Sellem & Pleasem, live-wire retailers in Anytown, U. S. A. It's like I don't know how many others that are coming in every day.

"Sellem writes: 'Congratulations on the way Bayuk has hit on a kind of advertising that's written one hundred per cent. from the retailer's point of view. Any time we see a manufacturer's ad that gives us ideas we can turn into sales we're going to read it carefully and remember it. We're in business to make a fair profit on the service and high quality we give our customers, and as long as Phil M. Phulofax keeps on telling us how to make callouses grow on our fingers from punching the cash register you can bet we're going to listen to him.'"

The big majority of men in the retail end of the cigar business are right on their toes for new ways to increase their business, in the opinion of Mr. Phulofax whose first-hand knowledge of the problems of retail selling makes it a habit for him to look at things from the point of view of the man behind the counter. He agrees that some of the problems are tough ones to tussle with; so he doesn't do any preaching in his advertising talks, but on the basis of his own experience he knows most of the problems can be thrown for a dead loss by the application of the rules of up-to-date merchandising he's passing on in his messages.

NETHERLANDS CIGAR BUSINESS GOOD

According to a cablegram from Acting Attache Paul S. Guinn, Netherlands trade and industry as a whole reached a high level of activity during 1929, continuing the upward movement of recent years, although certain important branches suffered the unfavorable influence of low commodity prices and severe competition, which frequently narrowed profit margins.

The cigar output was good, with wage levels higher; there has been a noticeable movement in cigar factories during recent years to districts where labor is more abundant, but difficulty is still experienced by the attraction of labor to the fast growing radio industry.

TOBACCO COMPANY PERMIT REFUSED

Last week the Pennsylvania Securities Commission announced favorable action on seventeen applications to sell securities and unfavorable action on seven other applications. Among the seven applications on which unfavorable action was taken was the Broadway Cigarette and Tobacco Company, of Altoona, Pa.

LORILLARD EARNINGS

P. Lorillard & Company, reports net earnings for the year 1929 of $1,336,656, equivalent to 28 cents a share on the 1,908,505 shares of common stock, as compared with $1,817,429, or 75 cents a share on the 1,361,745 shares of $25 par value in 1928.

When critical smokers get together—

Their experience recognizes that Camel is indeed "a better cigarette":

Better in its quality of mellow, fragrant tobacco—

Better in the mildness and satisfying taste of the Camel blend—

When they learn the difference they flock to Camels.

Camel

CIGARETTES

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE CIGARETTE and cigar bill of the American public in 1929 was approximately $1,470,000,000, according to production figures made public by the Internal Revenue Bureau.

In 1929 taxes were paid on 119,038,841,560 cigarettes, 6,551,683,352 cigars and 337,718,425 pounds of manufactured tobacco. That represented an increase of 13,113,000,000 for cigarettes, 98,000,000 cigars and a loss of 6,000,000 pounds of tobacco. Snuff production was 40,036,000 pounds, a slight reduction.

The bureau gave small cigar production as 420,166,933, a slight gain; and large cigars 10,263,604, a small reduction.

May and October were the largest cigarette-producing months, with April and May for cigars. The cigarette tax for the year was $357,205,753.

Tax collections on tobacco products during the calendar year 1929 showed a $38,000,000 increase over preceding year, totaling $449,058,963, according to figures compiled by the Internal Revenue Bureau. Since 1924, the report shows, tobacco tax collections have increased more than $100,000,000.

Collections from cigars last year totaled $22,538,139, against $22,816,533 in 1928, while cigarette collections were $357,205,754, against $317,833,335; receipts from manufactured tobacco and snuff, $68,002,411, against $69,146,186, and cigarette papers and tubes, $1,312,659, against $1,220,043.

The figures show that collections in Kentucky last year more than doubled those of 1928, while North Carolina and Virginia also showed decided increases. Heavy reductions, however, were shown in returns from New York and Pennsylvania.

Reformers May Attack Cigarettes Next

Indications that the reform bodies now devoting their energies to prohibition are preparing for an onslaught upon cigarette smoking are seen in recent activities of the Board of Temperance, Prohibition, and Public Morals of the Methodist Episcopal Church in the shape of articles in the "clipsheet" which is sent by the organization to newspapers throughout the country.

The threat of an anti-cigarette drive is contained in a recent article in which it is declared that "one of the big tobacco companies has agreed with the government that it will no longer make false claims as to the slenderizing effect of a certain brand of cigarette. The government criticizes this company for purchasing testimonials from actresses and others who do not themselves smoke cigarettes.

"If now the tobacco companies will cease offending millions of American people by exhorting women to use cigarettes, the use of the faces of women in their advertising, etc., they may head off some trouble."

The same clipsheet contains the following outline of a speech on cigarettes by Clarence True Wilson, general secretary of the board:

I. If the advertising of tobacco were to cease, it is probable that within five years the number of tobacco users would decrease by half.

II. If tobacco advertising directed to women ceased, it is probable that within five years the smoking woman would be the rare exception.

III. Many people believe, and they are supported by scientific evidence, that:

- A. The use of tobacco and particularly the use of cigarettes, is nerve-disturbing and decreases physical and mental efficiency.
- B. That the use of cigarettes by boys and girls who have not reached their growth retards development, prevents complete maturity and contributes to delinquency.
- C. That the use of tobacco by women destroys the feminine ideal which is of the greatest value to the nation, is un-American in origin and character and seriously injures the race by preventing normal development of children before birth, as well as healthful and natural breast feeding during infancy.

IV. The policy of the American tobacco trust seems to be:

- A. To make such large advertising appropriations that they are able to purchase the support of athletes, popular heroes, society leaders, motion picture stars, and even medical men.
- B. To extend the use of tobacco to all women, contrary to the fixed convictions and prejudices of the majority of American men.
- C. To extend the tobacco habit, as they have attempted to do in China, to every child who is old enough to go through the physical processes of smoking. This extension may be expected as soon as the feminine trade has been entirely captured.

V. If the American people are to permit the tobacco trust to war upon the best interests of the nation

(Continued on Page 14)

THE SPIRIT OF YOUTH
carry on—Avoid that future shadow

AVOID THAT FUTURE SHADOW*

By refraining from over-indulgence, if you would maintain the modern figure of fashion

Women who prize the modern figure with its subtle, seductive curves—men who would keep that trim, proper form, eat healthfully but not immoderately. Banish excessiveness—eliminate abuses. Be moderate—be moderate in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for a **Lucky** instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain the lithe, youthful, modern figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

"Coming events cast their shadows before"

"It's toasted"

Your Throat Protection—against Irritation—against cough.

*Be Moderate!... Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tablets or other quack "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a **Lucky**" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

© 1930, The American Tobacco Co., Mfrs.

WHAT merchants like about Raleigh is the fact that it brings them a lot of new friends who soon become old friends who help keep the old cash box full.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

TOBACCO GROWERS TOLD TO ORGANIZE

JAMES C. STONE, representative of the tobacco industry on the Federal Farm Board, addressing a farmers' week meeting at the State College of Agriculture at Lexington, Ky., a few days ago, stated that tobacco growers must organize co-operative marketing associations before they can expect to stabilize the price of their product. Mr. Stone asserted that it was not the intention of the Farm Board to insist that growers organize co-operatives or change their methods of selling if they were satisfied with present methods.

"I am simply stating a fact which the terms of the agricultural marketing act definitely settles," he said.

"The majority of the tobacco growers of the burley territory were recently members of a co-operative marketing association which I might say was not perfect in its operation but which did produce results and bettered conditions in the burley territory.

"As you all know, a short time before the act was passed almost all the tobacco co-operatives in the United States were demobilized, and until growers organize new associations it will be impossible for me to assist them under this law."

The growers of burley, Stone said, are in a position to decide for themselves whether they want to organize another association.

"I am not down here to urge this upon you growers, but I am here to say that I do not believe you will ever have any stability in market prices from year to year until you do organize and thereby concentrate the trading power of the individual grower into an organization which will have the combined trading power of all its members behind the manager of your association."

Until national sales organizations are established in all farm commodities it will be the policy of the board, Stone asserted, to deal directly with any farmers' co-operative marketing association applying, with the understanding that when a national organization is established they will become a part of it.

"This seems to us to be a sound policy based on common sense, and we believe it will produce better results in the merchandising of farm products," he said.

AMERICAN SNUFF EARNINGS

The American Snuff Company reports net income for 1929 of $2,109,581, as compared with net income of $2,178,535 for the previous year.

FILL OUT YOUR CENSUS OF MANUFACTURES REPORT

IN CONNECTION with the Census of Manufactures which is being taken by the Department of Commerce, Bureau of the Census, may we urge that all manufacturers complete their reports and mail them to the Bureau of the Census just as promptly as possible.

This census of manufactures can be made a source of much valuable information to the industry, provided the department can get the required information quickly, but if the completed report is to be held up two years before publication it will not be of much value.

The department advises us that publication of their reports in the past has been slow, because of the failure of the manufacturers to make their returns promptly.

For example, many of the preliminary reports of the 1927 Census of Manufactures were not issued until more than a year from the dates on which the schedules were mailed to the manufacturers, and that the report for the tobacco industry took sixty-two weeks. The fact of this delay, but not the cause of it, is known to all who make use of the census figures.

But here is something mighty few people know: That it takes the Census Bureau only three weeks to publish the preliminary report for an industry after *all* the manufacturers in that industry have filed acceptable reports. Practically the entire delay in getting our census reports is due to the manufacturers themselves.

Facts only are of value in this intense competitive age, and at little cost you can get this very valuable comparison as to what your plant is doing compared with the industry as a whole.

The information you supply will be treated in strict confidence. It will not be used as a basis for taxation, but only for statistical purposes. No person not a sworn employee of the Bureau of the Census will be permitted to examine your report.

The Department of Commerce is putting forth every effort to make this census more prompt and accurate than ever before. The benefit of the census comes chiefly to the manufacturers themselves.

Now—the results depend on the care and promptness with which every manufacturer fills out his schedule.

Ample instructions have been forwarded you with your blank report to enable you to give the department just the information they require.

If your report has not been returned, properly filled out, DO IT TODAY.

GROWING VIRGINIA TYPE OF TOBACCO IN JAVA

Quoting the "Algeneen Indisch Dagblad" of November 25, 1929, Trade Commissioner Thomas C. Barringer advises the Tobacco Section, Department of Commerce that the Aneta Nes Service telegraphs from Bodjonegoro, Java, that the largest foreign tobacco concern at Semerang, has decided to cease its operations on the island of Madura, and to concentrate its activities at Kedongadem in the district of Bodjonegoro, Rembang Residency, Java, where a plant will be built and the plantings of Virginia leaf tobacco seedlings will be considerably extended.

FOR FEBRUARY

The screen illustrated here is one of a remarkably effective—and artistic—series for Chesterfield dealers.

These displays give color and life and modern smartness to any window which contains them; they sell more than Chesterfields—they build character and prestige for the store.

LIGGETT & MYERS TOBACCO CO.

... in a window it's ATTRACTION!

... in a cigarette it's TASTE!

LORILLARD BONDS GIVE HIGH YIELD

ACCORDING to the Wall Street Journal, among industrial obligations currently selling on an attractive yield basis are P. Lorillard debenture 5's of 1951. Price range of these bonds has been wide in the past two years, with high in 1928, 98⅝, and low in 1929, 76½. The bonds, of which $10,617,450 are outstanding, sold as high as 103 in 1917. Currently quoted at around 82 the yield is approximately 6.59 per cent.

Lorillard's annual report, due shortly, is expected to show net income about equal to the $1,817,428 of the preceding year. These earnings are, of course, considerably below the average annual figures for the years prior to the costly introduction of the Company's "Old Gold" cigarettes to the public. Net in former years averaged better than $5,000,000 annually.

Bond interest charges were covered 1.90 times in 1928, 2.53 times in 1927, 4.36 times in 1926, 5.60 times in 1925 and 5.21 times in 1924. Decline in net income is directly traceable to huge advertising appropriations made in connection with the marketing of the new brand.

Results have been highly gratifying so far as sales of these cigarettes is concerned. Cigarette production in the United States last year amounted to about 119,000,000,000, with "Old Gold's" contribution to this total in the neighborhood of 12,000,000,000. This showing is especially notable in view of the fact that in 1927, first full year of "Old Gold" production, total number manufactured was about 3,500,000,000.

The Company is now extensively advertising its five cent cigar "Rocky Ford" and its ten cent brand, "Muriel." Other brands which contribute substantially to Lorillard earnings include "Helmar" and "Murad" cigarettes, and several brands of smoking and chewing tobaccos, and about 87 per cent of the little cigars made in the United States.

While not secured by a mortgage, Lorillard 5's are a direct obligation of the Company which imposes a charge in favor of the trustee upon its property and net income for the benefit of, first, the debenture 7's, a prior lien, and, second, the debenture 5's.

The Company will not mortgage its property, business or income, nor create any specific charge upon its earnings, without expressly recognizing and confining the foregoing bonds as prior liens.

The P. Lorillard Company, which was incorporated in 1911, has capitalization as follows: $34,043,625 common, $11,307,600 7 per cent. preferred, $35,105,200 funded debt. The debenture 5's underlie the debenture 5½'s of 1937, sinking fund for which becomes effective on July 1st, next.

It is also reported that while the "Old Gold" department of the Company's business has absorbed some of the profits of other departments of the business during the past year it is understood that the "Old Gold" department made a profit in December for the first time since the brand was introduced on the market in April 1926. It is believed that the production of "Old Gold" cigarettes has now reached a point, together with higher wholesale cigarette prices, that the "Old Gold" department of the business will contribute substantially to the earnings of the company this year.

No appreciable change in the Company's advertising of "Old Gold" from that of last year is anticipated during 1930, although efforts will be continued to improve its relative position among the three leading competitors.

JOHN T. WOODHOUSE DEAD

THE tobacco industry was greatly shocked recently to learn of the death of John T. Woodhouse, head of John T. Woodhouse & Company, wholesale tobacconists, of Detroit, Mich., on January 25th.
east corner of Jefferson Avenue and Griswold Street.

Mr. Woodhouse returned to his home at Grosse Pointe Farms, late in the afternoon, and a short time later his sister heard a shot from his rooms. She immediately called his son who broke down the door and found his father's body.

Although it was stated that he had been much depressed recently because of financial reverses, his friends could hardly credit the statement.

Funeral services were held from his late residence on Tuesday morning, January 28th, with interment in Woodlawn cemetery.

Mr. Woodhouse came to Deroit fifty-six years ago as a boy of ten. His father belonged to an old English family living at Scale Hall, Lancaster. Later the family moved to the United States, where after completing his school course, Woodhouse, as a youth, became associated with the tobacco house of Holmes & Wagner, then located at the Michigan Exchange hotel, West Jefferson Avenue.

The firm subsequently became R. Wagner & Company, and was located on the north side of Jefferson Avenue at Griswold Street and Woodward Avenue until Woodhouse was taken into partnership, the company being renamed Wagner & Woodhouse, with a store at 89 Woodward Avenue. In 1895, with the death of Wagner, Woodhouse became head, and the concern was known as the John Woodhouse Company, with its headquarters on the present site on the southeast corner of Jefferson Avenue and Griswold Street, originally the old Board of Commerce Building.

During his fifty years in business, Mr. Woodhouse built up the largest wholesale tobacco business in Michigan. A subsidiary company, known as the Woodhouse Company, operates at Grand Rapids, and supplies the western section of the state.

Mr. Woodhouse also was president of the Woodhouse Land Company, which has extensive real estate holdings in Detroit, and vice-president of the A. B. Stove Company, Battle Creek. He was also a large stockholder in the American Tobacco Company, and in several Detroit banks.

He was one of the oldest members of the Detroit Club, where he lunched daily, the Detroit Athletic Club, the Old Club, the Detroit Country Club, the Scarab Club, the Lochmoor Club of which he was a director, and the Detroit Boat Club.

NO CO-OPERATIVE FOR N. C. GROWERS

North Carolina tobacco growers will probably market their 1930 crop without any form of co-operative organization, but the outlook is bright for a large membership for such an organization in 1931, in the opinion of I. O. Schaub, dean of the Agricultural School at North Carolina State College.

A committee of fifteen growers recently appointed to study the matter of a co-operative met in Raleigh on Tuesday with Dean Schaub and displayed little enthusiasm, he said, toward getting an organization started now. A subcommittee was named to draw alternative forms of contract and report to the full committee within thirty days, at which time the question of what kind of a co-operative organization should be formed will be discussed. The committee adopted a resolution urging all tobacco growers of the State to reduce their acreages.

NEW ENGLAND GROWERS ELECT OFFICERS

AT the annual meeting of the New England Tobacco Growers' Association, held at Hartford, Conn., on February 5th, the following officers were elected for the current year: N. Howard Brewer, president; Theron L. Warner, vice-president; Harold B. Waldo, secretary, and Harry W. Case, treasurer. The following directors were also elected: Sam A. Graham, Fred M. Colton, Tudor Holcomb, Frank T. Roberts, Henry F. Farnham, J. W. Alsop, Alexander T. Pattison, John B. Stewart, A. F. Fowler, Fred B. Griffin, Andrew C. Steele, Dr. Paul J. Anderson, C. A. Thompson, Frank H. Whipple, C. M. Arnold, A. Stemson, George A. Belden, Howard A. Middleton, Philip Whetmore, George Mitchelson and P. J. Chamberlin.

A resolution was adopted by the meeting, after a lively debate, urging the Connecticut senators and representatives in Congress to "use every effort in their command to amend the bill now before Congress so as to give us the needed increase of $1.00 per pound in the duty on imported cigar wrapper leaf tobacco," and further stated "that our industry must have this increase so that our farmers may have an opportunity to reclaim their farms from the over burden of debts now on them."

The principal speaker at the meeting was James C. Stone, of Lexington, Ky., vice-chairman of the Federal Farm Board. He urged the tobacco men to co-operate among themselves as much as possible, and stated that there was need of an organization that would represent the tobacco growing industry and that would thresh out their problems by themselves.

PHILIPPINE TOBACCO

It is estimated that approximately only 25 to 30 per cent. of all tobacco grown in the Philippine Islands is used in the domestic industry. A review by Assistant Trade Commissioner C. P. Harper for the Tobacco Section, Department of Commerce, notes that cigar manufacturers claim that during the past two years, around 50 per cent. of all leaf tobacco grown in the islands is marketable, the balance comprising accumulated stocks of inferior grades of tobacco entirely unfit for cigar purposes. Dealers report that this year's crop, while less in quantity, contained approximately 25 per cent. better quality than the crop of last year. The demand for higher quality tobacco is always strong and this accounts, for the most part, for the scarcity of high grade tobacco compared to the large stocks on hand, unsuitable for the manufacture of cigars.

A situation has recently developed in the cigarette industry, which is claiming the attention of many of the larger manufacturers of quality cigarettes. A considerable number of small factories are reported to be utilizing the accumulated stocks of poor quality tobacco in cheap cigarettes. It is also reported that leading manufacturers of better grade cigarettes noticed a decline in sales and investigations revealed the situation. Serious study is being given to a possible solution.

It is said that, recently, four cigar factories closed on account of the poor market for their products. Approximately 80 to 85 per cent. of the total exports of cigars are to the United States and the slack American market is understood to be the cause of the local industry being vitally affected. While optimism prevails, it is not known how long the present situation may continue, however, little activity is expected in the local market during the next four months.

Phil M. Phulofax, D. B. I.
(the retailer's friend)
says:

"You gotta put on a

good front

these days to attract attention"

"And that goes for cigar stores as well as for individuals.

"Ever stop to think how many possible customers daily pass by your store when, perhaps, they'd be just as willing to walk INTO it—if its front offered the right sort of invitation?

"Let's step outside for a minute and look things over. Is your store front old-fashioned or up to date? Bright looking or gloomy? How long since it had a coat of paint—the window sills scrubbed—the window glass washed and polished? Is it littered with ugly signs? Was the doorway mopped this morning; the sidewalk swept off? Is your window display jumbled and inartistic? How long since it was last changed?

"I'm not preaching, mind you—just sort of intimating that cigars can't be sold to folks on the sidewalk . . . something's got to bring 'em INSIDE. And the first thing that's needed is an inviting store front. By jiminy, if I had a cigar store and suspected the front of not being on the job, I'd grab a paint brush, mop, sponge, broom and bucket of water and make it say: 'Here's a live, up-to-date store that's determined to please you with good cigars and good service. Come on in!'"

Phil M. Phulofax * D. B. I.

**Associated with* BAYUK CIGARS, Inc., *Philadelphia*
Makers of fine cigars since 1897

BAYUK BRANDS BUILD BUSINESS

BAYUK PHILADELPHIA CIGARS
BAYUK HAVANA RIBBON
CHARLES THOMSON
MAPACUBA PRINCE HAMLET

—*It's Ripe Tobacco*—every Bayuk cigar

News from Congress

(Continued from page 8)

by such an artificial stimulus of demand by methods of trade promotion, they have the right to fix conditions which will:

A. Prevent the misleading of the American people by false advertising.

B. Prevent the exploitation of American children and other minors.

C. Prevent the invasion of the home with advice and suggestions contrary to the conscientious teachings and exhortations of American parents.

VI. In order to do this it is necessary that the fraud be eliminated from cigarette advertising by subjecting the manufacturers of cigarettes to the provisions of the Pure Food and Drugs Act. It is not generally known that at one time it was required that the manufacturers of tobacco comply with the provisions of this Act. But before the present offensive advertising policy of the tobacco manufacturers was adopted, they sneaked out from under these provisions. The time has now come when the very minimum that should be asked of Congress is that it once more force the tobacco trust to eliminate from their advertising fraudulent claims as to the virtues and effects of their commodity.

VII. The American home deserves protection, and the American parents who send Congressmen to Washington to represent them expect it.

Minority Report Against Kelly Bill

Indications that a strong sentiment against the enactment of the Capper-Kelly Resale Price Bill exists in Congress is seen in a minority report submitted to the House by Congressman Huddleston, of Alabama, member of the Interstate and Foreign Commerce Committee, which a few days previous had submitted a favorable report on the bill giving producers or manufacturers the right to fix the price at which their products could be resold.

Declaring that the bill is nothing but a measure "to foster monopolies," Representative Huddleston in his report asserted that there is no popular demand for the measure and that it is pressed by interests seeking larger profits. The spread between the cost of production and the retail price has more than doubled in the past fifteen years, he asserted, and there is today very little real competition in business, much of that which remains consisting in advertising and other distribution methods from which the consumer derives little benefit.

"An effort is made to present the bill under the cloak as being aimed at the chain store," Mr. Huddleston declared. "In truth, the bill has no bearing whatever upon the chain-store problem.

"The larger producers and packers support this bill. It will increase their profits and make them more secure. Numerous retailers have also been induced to support this bill, by the propaganda that it will relieve them from 'price-cutting' and other competition. They do not realize that they are to be the ultimate victims of the measure. More and more the retailer will become a mere 'agent' and his store a mere depot through which advertising producers distribute their products. More and more he will be driven toward the position of servant for the large producer master, and the goodwill which he may strive to build will belong to the latter. The retailer can get no permanent benefit from this bill. To retain his independence he must face in the opposite direction, refuse to handle advertised specialties, and assert his right to handle his goods under his own labels, upon merit and price, according to old-time competition."

Unsolicited Merchandise May Be Stopped

Legislation making illegal the sending in interstate commerce of unsolicited merchandise has been reintroduced in the House of Representatives by Congressman Esterly, of Pennsylvania. The bill provides a fine of from $500 to $1000 and forfeiture of the merchandise

(Continued on Page 18)

CUBAN TOBACCO CROP OF 1929

ACCORDING to a recent report submitted by Consul Harold B. Quarton, and Vice Consul H. C. Vogenitz at Habana, and made public through the Tobacco Section, Department of Commerce, the Cuban tobacco crop of 1929 was not satisfactory to speculators (almacenistas), who buy from the growers. That raised in the Province of Santa Clara was of a heavy type, unsatisfactory either to the manufacturers or speculators. As the crop was under normal, high prices were paid to the growers, to the disadvantage of speculators who are finding some difficulty in getting satisfactory returns on their investment. Buyers found that there was a paucity of desirable grades in the tobaccos purchased, that the low grades did not bring the prices expected, and that the quality of high grades on the market was limited, so the total returns were not highly satisfactory. At the close of the year (1929) there was some activity in first, second, and third "Capaduras" for export to South America, and a limited amount of buying was being taken by American manufacturers through their local representatives.

The Vuelta Abajo crop of 1929 was said to be a good manufacturer's crop, light bodied and reasonable in price. The speculators did not buy much of this crop from the growers promptly, and as prices were not very favorable the latter found that they had considerable stocks on hand. It is estimated that they are still holding about 40 per cent. of their last year's crop. Owing to the price situation, the farmers were very pessimistic as to planting a large acreage in 1930, and it is believed that the acreage will be somewhat reduced.

The 1930 crop in Vuelta Abajo has been checked in its growth by the rains, but the cooler weather which followed the rains at the end of the year, however, tended to repair the damage. All authorities, both growers and speculators, admit that the crop will be less than last year. One firm estimates it at about 60 per cent. of the normal. Future weather conditions will have much to do with the progress of the new crop, as it is now about half in flower or bud. Some tobacco is being cut, but fully one-third is still in the early stages of development. The moist weather early in the season may make tobacco of a better quality than it has been in the past few years, and it is possible that some of the irrigation which has been practiced during the winter months in recent years, may be dispensed with from which many experts claim that the quality has suffered in recent years, alleging that some of the water used for this purpose does not contain substances beneficial to a good growth.

CIGARS UP 98,000,000 IN YEAR

ALTHOUGH cigar production has been showing a steady decline for several years, the calendar year of 1929 gives rise to a note of optimism that the tide has turned, inasmuch as the year showed an increase of 98,015,678, or 1.52 per cent. over the production of the previous year.

The production by classes of the United States and the imports from Porto Rico and the Philippine Islands for the two years was as follows:

Cigars:	*Calendar Year 1928*	*Calendar Year 1929*
Class A—		
United States	3,310,354,160	3,582,593,110
Porto Rico	113,663,935	121,105,680
Philippine Islands	186,322,155	155,652,690
Total	3,610,340,250	3,859,351,480
Class B—		
United States	639,722,197	575,035,594
Porto Rico	5,987,200	4,406,900
Philippine Islands	3,397,845	2,562,640
Total	649,107,242	582,005,134
Class C—		
United States	2,330,821,600	2,221,820,408
Porto Rico	20,942,740	12,960,282
Philippine Islands	1,657,922	908,246
Total	2,353,422,262	2,235,688,936
Class D—		
United States	143,140,838	145,152,535
Porto Rico	29,400	48,200
Philippine Islands	11,226	8,345
Total	143,181,464	145,209,080
Class E—		
United States	29,628,879	27,081,705
Porto Rico	2,500	50,900
Philippine Islands	8,062	25,628
Total	29,639,441	27,158,233
Total All Classes—		
United States	6,453,667,674	6,551,683,352
Porto Rico	140,625,775	138,571,962
Philippine Islands	191,397,210	159,157,549
Grand total	6,785,690,659	6,849,412,863
Little Cigars:		
United States	419,886,040	420,166,933
Porto Rico	7,500,000	8,247,200
Philippine Islands	.....	.....
Total	427,386,040	428,414,133
Cigarettes:		
United States	105,915,965,014	119,038,841,560
Porto Rico	811,390	1,706,780
Philippine Islands	2,483,876	4,384,673
Total	105,919,260,280	119,044,933,013
Large Cigarettes:		
United States	10,800,637	10,263,604
Porto Rico	5,010,400	3,613,833
Philippine Islands	200	.....
Total	15,811,237	13,877,437
Snuff (lbs.):		
All United States	40,655,395	40,036,914
Tobacco Manufactured (lbs.):		
United States	343,458,596	337,718,425
Philippine Islands	744	1,720
Total	343,459,340	337,720,145

"BEST OF THE BEST"

OPTIMO VERY MILD VERY MILD CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

THE BEST CIGAR TOBACCOS IN YEARS WERE GROWN IN 1928 LA PALINAS ARE NOW MADE ENTIRELY OF THIS CROP

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
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Headquarters, 341 Madison Ave., New York City

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KELLY BILL UNCHANGED BY AMENDMENT

WITH each step forward in the legislative position of the Resale Price Bill, criticism or suggestion of some change has been made, under cover of asserted sympathy with the general principle, by those whose professional or commercial interest is served by the present confusion in the law.

Running true to form, the question has now been promptly raised by such pretended friends that the amended bill, as reported to the House, while permitting a producer to specify resale prices, would not extend the same privilege to the wholesaler. This contention has no justification.

On acquiring the merchandise under a contract with the original producer, the wholesaler becomes a "vendor" and his customer, the retailer, a "vendee." In its report the committee expressly stated: "The bill permits a contract between vendor and vendee, in special classes of commodities, that the vendee will not resell the commodity specified in the contract except at a stipulated price." On this point Senator Arthur Capper gives the following authoritative opinion:

"The bill as amended by the House does not differ in principle nor in effect from the original measure. The amended bill permits the manufacturer to contract with the wholesalers; this contract may provide that a similar contract shall be made by the wholesaler with retailers as to the resale price to consumers."

Congressman Clyde Kelly disposes of the question with the utmost clarity, with this conclusive observation:

"The bill, as amended, permits the manufacturer to contract with wholesalers as to resale price. It also permits the wholesaler to contract with the retailer as to resale price to consumers. The manufacturer will have power to protect his final resale price which is the principle in the bill."

In the light of these positive official assurances, criticisms of the committee amendments justify doubt of the sincerity of those who raise them, but there may be some honest misapprehension created which this statement ought to clear up. The bill is not weakened but, rather, strengthened by the committee changes.

"The bill is confined to commodities sold under a trade-mark or brand, or trade name, of the producer. Under the conditions of business today, makers of special articles in any line are accustomed to spend enormous sums of money in nation-wide advertising and other similar means to bring the goods and the virtues thereof to the notice of the public. In their own interest they are obliged to produce an article which is of general use and high quality, so that when purchased it will commend itself to consumers, and they are obliged also in their own interest to maintain the quality of the product, so that purchasers more and more will be inclined to ask for the particular kind of article they want by the manufacturer's name. This good name, therefore, which is procured at enormous expense, is a valuable asset to the producer. And it is clear that, even after the goods have been sold to a dealer, the producer does not lose his interest either in the name, or in the article sold, because he continues his efforts, by advertising and otherwise, to help the resale of that article when it is in the hands of the dealer. The testimony which has been taken over a number of years on this bill, and other similar bills, shows many instances where dealers have used the good name of nationally known producers for their own benefit, and to the detriment of his property in the name. They have done this by advertising cut prices on nationally known specialties in order to attract customers into their stores, and then by selling them staple articles, of which the fair price could not be known to the customer, at higher than a fair price. It is perfectly obvious that if any dealer sells part of his stock at or below cost he must, in order to keep in business, sell other portions of his stock at a profit higher than a fair profit.

"Another evil effect of cut-throat competition is the tendency for producers to manufacture to meet a price rather than to maintain quality.

"It is hoped that the effect of this bill, if enacted into law, will be to prevent to a great extent the unfair and destructive method of competition above mentioned, and at the same time, if it thus succeeds, it will not add to the cost of such goods to the consumer. At present, when a manufacturer knows that his goods may be subject to this cut-throat competition, he is obliged, in order to keep the trade of small dealers, to fix his range of prices so high that, if necessary, he can make a discount which will enable the small dealer to meet the cut-throat prices. If, on the other hand, with the help of this legislation, he can control his price range, he would be enabled to, and would, in the end, make his scale of prices lower, so that dealers of all magnitudes could make fair profits on their turnover and yet the consumer could buy the goods at as low prices as at present. One of the principles of modern trade which is now widely recognized not only in the sale of articles like automobiles but generally, is that the foundation of any trade or manufacture is more secure where there are large sales at small profits, than smaller sales at larger profits. This bill only applies in cases where the article being sold is in free and open competition, and it is perfectly clear that if the ultimate prices to consumers are unfair or are too high, competition from other sources will soon bring them down to a reasonable basis.

"And finally, and perhaps most important for the public welfare, the effect of this bill would be to put the small local dealers more nearly on a competitive basis with the great chain store, and other combinations. It is generally and properly recognized that the gradual extinction of small independent dealers will be a loss to countless communities throughout the nation, and to the nation itself. A small independent dealer who is identified with the community where his store exists, and who is active in its life as a citizen and taxpayer, is surely more advantageous to that community than a mere selling agency of a foreign concern, which agency has no interest in the community except to make what profit it can from the community."

PHILIPPINE TOBACCO IMPROVED QUALITY

PRODUCTION of Philippine tobacco for the year 1929 is estimated at 45,000 tons, or about three per cent. greater, and of better quality than the previous year's output. Owing to large quantities of the 1928 crop being unsalable, less tobacco was available in the market, but exports for the year increased.

Estimates of the amount exported vary between 20,000 and 22,000 metric tons. According to the Bureau of Agriculture about 204,000 acres were planted in the 1929 crop and estimates of the area planted for the 1930 crop are somewhat larger. Weather conditions are favorable and seedlings are doing well.

The output of tobacco products was lower and several small cigar factories closed down, awaiting improvement in the export market. Due to decreased local output of cigarettes, sales of American cigarettes gained considerably.

GORLITZER SUGGESTS REMEDIES FOR TRADE

BENJAMIN GORLITZER, president of the Independent Retail Tobacco Association of America, recently called the attention of the trade to certain conditions existing at the present time in the retail trade and outlined certain changes which he thought would be of great benefit.

Mr. Gorlitzer stated that it is common knowledge that the large chain store organizations have for the past few years gradually frozen out a great many of the smaller dealers in all lines of businesses, which is only a natural evolution, and against that, even though we may feel sorry that condition exists for the masses as against the stronger and more powerful organizations, we can do nothing as that is the way business is done at the present. But when conditions exist, such as they do in the retail cigar, cigarette and tobacco lines, in which the methods of the large stores organizations are such that they not only practically remove and destroy their own chances of profit but sell goods at such prices that they are absolutely ruinous to the small independent dealer and are forcing him every day to close up and get out of business, it is time something is done.

Speaking on relation of industries to the Government he said "consolidation and mergers must conform to the Sherman law. The courts have pointed out that the mere fact of a combination does not violate the law but rather it is the use to which the power coming from that size company is employed.

"If as a result of size and the power flowing therefrom, a chain store would cut prices or sell at a loss in a particular community for the purpose of eliminating competition, then the power would be so exerted as to violate the law.

"The same is true if prices were raised or wages lowered or rebates granted or prices conceded or stores were built next to competitors for the purpose of harassing or driving them out of business."

1. It is my opinion that to remedy this alarming situation it would be to regulate the classifications of cigars and cigarettes now existing not only for the purpose of taxation and for the protection of the Government but also for the protection of the retailer and the consumer, from a selling price viewpoint. To make this matter more concise, cigars are being regulated now under different classifications of namely, a, b, c, d and e. This classification, although being for the purpose of taxation, also carries out the restriction and limitation for what each individual cigar should be sold for, but leaves too much latitude so that the cutters can bring down the selling price to a figure which proves unprofitable to those selling the product. If this restriction was more exact and did not leave any opening as wide as is existing, presently, it would compel the seller to abide by the law and get his regulated price for said merchandise so that he could make an honest profit. It would further assure the consumer that he is being treated justly and not being undercharged on advertised brands and overcharged on unknown brands. Such regulation would be protective for the retailer and he would receive his honest profit; the consumer would get full value; the manufacturer, a credit situation; the Government a fair assessment.

2. Another remedy would be to regulate the industry from a licensed standpoint permitting all those in the business at the present time to continue their respective establishment but to pay a license fee of $500 for each location and whatever money could be obtained through this license fee would be more than ample to create a commission to regulate the industry from every viewpoint and for everybody's protection. Further, a commission of this type could be regulated for newcomers in the industry so that before a man could go into the tobacco business he would be compelled to qualify as to his ability to properly take care of the different tobacco products to such an extent that the health of the consumer would not be injuriously effected. Further, with a commission of that type, as suggested, the industry, from a financial standpoint could be regulated so that every location would have just so many cigar locations and that every one that was engaged in that business would be in a position to make an honest and fair living.

3. Minority stockholder suits. The suits would be brought by stockholders of the large tobacco chains who have failed to pay dividends with a view to procuring an injunction against sales of merchandise at a loss as tending to reduce capital to the detriment of the minority stockholders.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

NICHOLS AND ANNIS VISITORS

Among recent visitors to the trade in the City of Brotherly Love was N. E. (Kid) Nichols, of the "Belinda" factory, who stopped off for a short time enroute to Havana, and Julius Annis, of the Gradiaz Annis factory, of Tampa. Julius was on his way for a tour of the Middle West.

Business at John Wagner & Sons, distributors of high-grade domestic and imported brands to the hotel and club trade, is showing seasonal improvement, and indications point to a record year.

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

SHIP MATE:—45,650. For all tobacco products. January 29, 1930. George W. Helme Co., Inc., New York, N. Y.

TRANSFERRED

LADY JACKSON:—33,310 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 20, 1908, by Wm. Steiner Sons & Co., New York, N. Y. Transferred to I. Schoenthal, Orange, N. J., and re-transferred to Angelo Ginex, Newark, N. J., September 26, 1929.

NEW FACTORY FOR UNIVERSAL MACHINE CO.

A NEW factory building for the Universal Tobacco Machine Company, which has been located in Newark, N. J., mor more than twenty years, is under construction at the southwest corner of Paris and Niagara Streets, in what is known as the Ironbound Section.

The building, a thoroughly modern structure of brick and steel, will be 135 by 185 feet, and contain 25,000 square feet of working space on one floor. The Universal Tobacco Machine Company will occupy the building as lessee, on a ten-year lease with renewal privileges.

Until five years ago,the Company owned a plant at Mt. Pleasant Avenue and Gouverneur Street, in North Newark. This plant and adjoining land, comprising together a block of property, was sold to the Kolster Radio group.

In the past few years the factory has been located in the Colyer Building, at Sussex Avenue and Dey Street, whence it will remove to the new home in the Ironbound Section.

The Universal Tobacco Machine Company manufactures cigar making machinery, and, in addition to an excellent domestic trade, the firm does a large export business on its tobacco stemming and cigar manufacturing equipment.

Negotiations for the new plant were handled by Graham Jackson, treasurer, George C. Sherman, president, and Harry A. Bloomburg, secretary.

GEORGE W. HELME PROFITS INCREASE

George W. Helme Company, Inc., snuff manufacturers, report net profit for the year ended December 31, 1929, of $2,324,993, after charges and Federal taxes, equivalent, after 7 per cent. preferred dividends, to $8.52 a share earned on 240,000 shares of common stock, par $25. This compares with $2,301,051, or $8.42 a share for the year 1928.

News from Congress

(Continued from Page 14)

for violations of its provisions making it unlawful for any individual, corporation or partnership to send through interstate commerce, either by mail, express, or other common carrier, for purposes of sale, any goods, wares or merchandise unless specifically ordered by the consignee.

This legislation was before Congress last session, but was not acted upon. There is a great demand for its adoption by business men in all lines of trade, who declare that the sending of unsolicited merchandise to a potential customer in the hope of making a sale constitutes an unfair method of competition with the established merchant who pays rent, taxes and other expenses in the locality in which he does business.

Interstate Shipments of Stolen Property Prohibited by House

Legislation prohibiting the sending and receipt of stolen property through interstate and foreign commerce was adopted by the House of Representatives February 5, after lengthy debate, and now goes to the Senate for concurrence.

The bill is designed chiefly for the benefit of business houses in all lines of industry, and makes it a felony to transport, receive, possess, or sell any property which has been stolen or taken feloniously by fraud or with intent to steal. Fines of not exceeding $10,000, imprisonment for not more than ten years, or both, are provided as penalties for violations of these provisions.

In order to limit to some extent prosecutions under the proposed law, it was provided that cases coming within its scope must involve property valued at $300 or more.

The measure was adopted only after a strong defense by Representative LaGuardia, of New York, author of the measure. "This bill is the result of months and months of investigation by the National Crime Commission," he declared. "In large commercial and industrial centers we have robbery conducted in a wholesale manner. Lofts are looted of goods valued at thousands and thousands of dollars, which are shipped purposely into other States, into small communities and there repacked and re-marked and from there sold. A county or small community will not go to the expense of sending to different parts of the country for witnesses to identify the goods and will not prosecute these cases for stolen goods received from large centers.

"The fence does not move; the fence is stable; that is the reason why we cannot reach him. This bill does not apply to the porch climber who goes in and steals a handful of things from some vacant house. This applies to the burglar, to the fraudulent bankrupt, where bankruptcy is declared and the goods taken and shipped to a distant point in order to get away from prosecution and prevent the recapture of the concealed property.

"The purpose of the bill is to meet a condition which has been brought about by criminals who understand existing conditions and who take advantage of the quick methods of transportation and can select the spot where they send the loot in order to avoid prosecution and to carry on their criminal activities with impunity."

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MARCH 1, 1930

VOLUME 50 U. S. Department of Agriculture, No. 5

THE TOBACCO WORLD

ANNOUNCING TO THE CIGAR MANUFACTURING INDUSTRY

AUTOKRAFT BOX CORPORATION

Has effected a consolidation of some of the foremost cigar box plants over a wide territory, comprising an annual output of

25,000,000 Cigar Boxes

and with a capacity of more than

40,000,000 Annually.

LESCHEY-MYERS CIGAR BOX CO.
York-Hanover-Philadelphia, Pa.

WADSWORTH-CAMPBELL BOX CO.
Detroit, Michigan
Hopkinsville, Kentucky

WIEDMANN-ST. LOUIS CIGAR BOX CO.
St. Louis, Mo.

THE GLOBE BOX CO.
Lima, Ohio

CHICAGO BOX COMPANY
Chicago, Ill.

GEISE CIGAR BOX CO.
Cincinnati, Ohio

"A NATION-WIDE SERVICE"

OFFERING—

- New Standards in Cigar Box Fabrication.
- A Flexibility of Production and a Widespread Service.
- Manufacturing Methods Embodying the Most Recent Developments in Automatic and Semi-Automatic Labor Saving Devices.
- Economies Resulting From Volume Production.
- Sales Co-operation With the Customer On *His* Product.
- Constructive Policies Always Keeping Step With Progress.

"Autokraft" Cigar Boxes Identify Quality.

WRITE

AUTOKRAFT BOX CORPORATION
(Home Office)
Lima—Ohio.

← or Nearest Branch

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Candy - Sardines and Cigars

Articles are enhanced when seen in their proper, natural surroundings.

Tiffany gems don't come in Woolworth boxes.

Fine liqueurs taste better when poured from their original flagons.

Candy belongs in pasteboard boxes.

Sardines come in tins, and

Cigars are at their best when packed in Wooden Boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 5

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year | PHILADELPHIA, MARCH 1, 1930 | Foreign $3.50

SCHULTZ NEW PRESIDENT OF I. R. T. A.

AT the annual election of officers of the Independent Retail Tobacconists Association, held at the Hotel Pennsylvania, New York City, on February 18th, Nat Schultz, prominent New York retail tobacconist, was elected president of the organization, defeating former President Ben Gorlitzer, who was up for re-election, by a vote of forty-five to twenty-five.

Mr. Gorlitzer took over the presidency of the organization a few months ago when the association was not highly thought of as a factor in the industry, and through his untiring efforts the association membership has been brought up to approximately four hundred retailers, and the association is being recognized as a power in the retail field.

However, as is very often the case, Mr. Gorlitzer's efforts were apparently not appreciated and Mr. Schultz has been elected to carry on.

Other officers elected are Louis Lieberman, first vice-president; Lew Cohn, second vice-president; Phil Fainer, third vice-president; Nat Jelling, fourth vice-president; Charles Pfeifer, secretary; Harry L. Cohen, treasurer; Paul Scheier, financial secretary, and Harry Oberstein, sergeant-at-arms.

The Board of Directors is comprised of Jack Miller, Jack Levine, Gerson Linker, Ben Schwarz, Paul Schleissner, Dave Ferkin and Michael Kohen.

MENDELSOHN RESIGNS FROM SELGAS & COMPANY

Joseph Mendelsohn, one of the best known men in the leaf tobacco industry, and who has been connected with that branch of the tobacco industry for more than forty-five years, last week resigned from the firm of Selgas & Company, New York City leaf tobacco merchants, and left for New Orleans, accompanied by Mrs. Mendelsohn, where they will spend some time vacationing.

Mr. Mendelsohn had been manager of the Porto Rican leaf tobacco department of Selgas & Company for some time, and his desk will be retained at their offices at 128 Water Street, pending definite announcement of his future plans.

NEW SIZE "CORONA"

A new size of the well-known "Corona" imported brand has recently made its appearance on the market, and it is anticipated that it will immediately become one of the largest selling sizes of this famous brand.

The new size is known as the Triad and is packed in a cellophane package of three cigars retailing at one dollar a package. The cigar is a blunt shape and is packed in one-twentieth boxes.

An effort will be made to keep this new size out of the hands of price-cutters.

TOBACCO AND COFFEE SHOW GREATEST TURNOVER FOR WHOLESALE GROCER

COFFEE and Smokes" appear to be the fastest selling commodities, among twenty-three product classifications handled by the wholesale grocer, according to a study made by the Business Survey Department of Dorrance, Sullivan & Company, merchandising and advertising councillors of New York, just released for publication.

The tremendous increase in cigarette and five-cent cigar consumption is reflected in this study based on United States Department of Commerce figures, which is of considerable importance to the wholesale grocer, who is constantly watching his turnover problems and guarding against the inroads of the chain store organizations.

Cigarettes were found to show the highest percentage of sales at 13.46; the second lowest expense to sales of 5.32 and among the ten lowest commodities in the percentage of inventory investment. These percentages however are completely overshadowd by the annual turnover rate of 43 per cent., the highest of all the commodities considered in the Dorrance, Sullivan study.

Federal figures compared with those released by the Tobacco Merchants Association further reveal the exceptional turnover of cigarettes and tobaccos. In December alone, withdrawals of cigarettes for 1929 were 8,261,454,153 compared with 7,515,545,783 for December, 1928, an increase of 9.92 per cent.

Drop shipments of tobacco, show sale percentages of 3.85 and an expense of percentage to sales of 2.11. This item showed an annual turnover second to cigarettes at the annual rate of 36.2.

Tobacco, not drop shipments, was found to be seventh on the list in the percentage of sales, with an annual average of 8.60 and an inventory investment of 3.47.

The unusually high turnover in the tobacco classifications were influenced apparently by the tremendous gains in five-cent cigar sales, which was the only manufactured tobacco product to show increased withdrawals, outside of cigarettes during December, 1929, as compared with December, 1928, which was 6.75 per cent.

Intensive advertising campaigns for popular brands of cigarettes and five-cent cigars is conceded to be responsible for the gains, shown in Government and tobacco association figures.

Coffee ranked next to the tobacco groups, and showed an annual turnover of 36 on a 3.67 percentage of sales and an inventory investment of 1.50 per cent.

(Continued on Page 18)

PHILADELPHIA.

BUYERS LEAVE FOR AMSTERDAM SALES

AMONG those booked to leave today on the "Aquitania," sailing from New York City to attend the Sumatra sales at Amsterdam, are Sam Bayuk and Harvey L. Hirst, of Bayuk Cigars, Incorporated.

Sam Paley, of the Congress Cigar Company, has booked passage on the "Vulcania," sailing on March 8th, from New York City. The "Vulcania" is sailing for a Mediterranean cruise and Mr. Paley will leave the ship when it reaches Italy and travel to Amsterdam from that point.

BROGAN AND SHETZLINE ON TRIP

Paul Brogan, president, and Harry Shetzline, of Yahn & McDonnell Cigars, distributors of high-grade cigars and also operators of a chain of retail stands in clubs and hotels, are in Tampa where they will visit the "Optimo" factory. The "Optimo" is by far the largest seller handled by Yahn & McDonnell here and has been showing a steady increase in sales for many months.

Messrs. Brogan and Shetzline will probably visit some of the Havana, Cuba, factories, whose brands they handle, before returning to Philadelphia.

ZIFFERBLATT IN CLEVELAND

George Zifferblatt, of George Zifferblatt & Company, manufacturers of the "Habanello" cigar, is in Cleveland this week, where the "Habanello" is enjoying a splendid call.

Fred Mayer, formerly connected with the Congress Cigar Company, has joined the Zifferblatt sales force and is covering West Philadelphia territory.

NEW FIRM REGISTERED

Among certificates filed last week of registration of persons doing business under other names, filed in the Common Pleas Court, was one by Fannie Freed, 735 Butler Street, trading as Freed's Candy and Cigar Store, at 735 Butler Street.

HARRY TINT RETURNS

Harry A. Tint, who operates a high-grade retail stand in the Burlington Arcade, has returned from a trip to Tampa and Havana, where he obtained some new brands for his stand.

WAGNER RECEIVES PATENT OFFICE RIGHTS

JOHN WAGNER & SONS, distributors of fine cigars, 233 Dock Street, have received word from the United States Patent Office at Washington, that the titles "Wagner" and "Monticello" have been registered for them, and granting for the firm all rights to the above titles to be used for cigars, cigarettes, smoking tobacco and all tobacco products.

The title "Wagner" has been used by the firm for some time on a very high-grade smoking tobacco and also for cigars, and the "Monticello" title is at present being used on a high-grade cigar manufactured for the Wagner firm by a very prominent manufacturer having a reputation for manufacturing a very high-grade product.

The title "Monticello" was originally registered in 1887 by Lichenstein Brothers & Co., of New York, and through mesne transfers acquired by D. Emil Klein & Company, Incorporated, of New York, and later transferred to John Wagner & Sons, on October 28, 1929.

George Stocking, of Arango y Arango, Tampa cigar manufacturers, was in town this week and reported business good on his company's brands.

John Wagner & Sons are distributors of Arango y Arango brands in Philadelphia, and they also report excellent business for this season of the year.

UNITED FEATURING "LUCKY STRIKE"

An attractive window display featuring "Lucky Strike" cigarettes is being used in the United Cigar Store windows this week, and "Chancellor" liberty size is also being shown at three for a quarter. A coupon good for useful articles is placed under the band of every "Chancellor" liberty, and these coupons are proving a valuable sales stimulator.

WILLIS ANDRUSS RETURNS

Willis Andruss, sales manager for the Congress Cigar Company, who has been on an extended trip visiting the "La Palina" distributors in the Middle West, and South, and who is now in Miami Beach, is expected to return to his desk early in March.

BAYUK SHIPS CARLOADS TO COAST

Bayuk Cigars, Incorporated, are enjoying a splendid business on their brands on the Pacific Coast and two carloads of Bayuk cigars were recently shipped to California distributors.

The MODEL T UNIVERSAL
(Blending Type)
Long-Filler Bunch Machine
For High-Grade Work

Has been improved with three important features that:

Assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

The Improved Long-Filler Bunch Machine

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and with (or without) an individual, direct-connected motor-driven Suction Fan. This new suction feature holds the binder tightly against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machine.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and ¼ H.P. Motor is . . . . . **$2000** Prices F. O. B. Newark, N. J., U. S. A.

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra

Convenient Time Payment Terms in U. S. and Canada
Write for price folder and complete Model T information

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

BOOSTERS' CLUB HELPING CIGAR MANUFACTURERS

"BE A MAN—SMOKE CIGARS" is a slogan being widely used by the Wooden Cigar Box Boosters' Club in conjunction with their own propaganda on behalf of the wooden cigar box.

Since any increase in cigar smoking means a proportionately increased use of wooden cigar containers, the Wooden Cigar Box Boosters' Club is always alert to encourage in every possible way cigar smoking.

Just recently they have sent to a list of cigar manufacturers of the country samples of "Be A Man—Smoke Cigars" seals and stickers which the Club, as well as a majority of the wooden cigar box manufacturers, are using on letterheads, invoices, checks, to seal envelopes, and on parcel post and freight and express shipments.

In a letter signed by President E. M. Henofer, various uses for these seals and stickers are suggested to the cigar manufacturers. Any members of the industry who wish to obtain these seals or stickers can obtain samples and the addresses of the makers of the same by writing E. M. Henofer, 216 Seaside Avenue, Atlantic City, N. J.

PORTO RICAN-AMERICAN EARNINGS INCREASE

The Porto Rican-American Tobacco Company and subsidiaries, including its proportionate shares of Congress Cigar earnings, reports net profit for the year ended December 31, 1929, of $1648,927 after charges and taxes. This is equivalent, after annual dividend requirements on the 7 per cent. class A stock, to $4.68 a share on 200,000 no par shares of Class B stock.

In 1928 net profit, which included only dividends received on Congress Cigar stock, was $615,722, equivalent to $6.04 a share on 101,875 shares of Class A stock.

Directors of the Porto Rican-American Company have declared a regular quarterly dividend of $1.75 and a dividend of $1.75 on account of arrears, both dividends on the Class A stock, payable April 10th to stockholders of record March 20th.

CIGAR ADVERTISING TO BE INCREASED

According to reliable information, expenditures for cigar advertising in 1930 will be larger than in any previous year.

Because cigar companies in the past have been slower to adopt machine volume production and because cigarette companies early spent large sums for national advertising, cigarettes have rapidly gained in competition with the cigar.

During 1930, however, several producers will devote several millions of dollars, which have never before been spent for this purpose, to advertising cigars.

NAME CHANGED

Stockholders of Schulte-United Properties, Incorporated, have voted to change the name of the company to the Retail Properties, Incorporated, that the name may more correctly designate the nature of the company's activities.

UNITED PROFIT-SHARING EARNINGS

Net profit of the United Profit-Sharing Corporation for the year ended December 31, 1929, was $218,618 after Federal taxes. This compares with $309,655 for the year 1928.

BAYUK HAS MOST SUCCESSFUL YEAR

ACCORDING to the *Wall Street Journal,* Bayuk Cigars, Incorporated, had one of its most successful years in 1929, with earnings for the common stock reaching $1,018,363, an increase of $121,462 over preceding year, although net profit of $1,315,534 increased only $55,648 over 1928. Proportionate share of Bayuk's earnings for the common was larger in 1929 than at any time in company's history.

Preferred dividend payments last year, all on 7 per cent. first preferred, amounted to $297,171, against $363,985 in preceding year on first preferred, and both classes of second preferred, both of which were retired at close of 1928.

In addition, Bayuk retired 3230 shares of its first preferred, now the sole obligation ahead of the common, during 1929. At start of 1930 there were 41,268 shares of preferred outstanding.

Favorable Position

Favorable position of the common stock was recognized by the management with the placing of the common shares on a $3 annual dividend basis at the close of last year, as against $2 previously. Policy of Bayuk has been unusually conservative in this respect, as initial common payment was not made until October, 1928, despite the fact that earnings had been sufficiently large and stable for several years preceding that period to pay dividends.

In 1929 company earned $10.30 a common share, against $9.07 in 1928 and $13.60 in 1927. Over the past seven years, Bayuk earned for its common stock, $5,474,000, or an average of $782,000 a year, despite the large preferred dividend requirements in previous years.

Reported Each Year

The amounts reported in each year and earnings per share on outstanding common stock are set forth as follows:

Year	*Net for Common*	*A Share*	*No. of Shares*
1929	$1,018,363	$10.30	98,851
1928	896,901	9.07	98,842
1927	1,062,556	13.60	78,106
1926	732,633	9.50	77,121
1925	417,371	5.41	77,121
1924	639,031	8.28	77,121
1923	708,046	9.17	77.121

Bayuk's output in 1929 reached the highest mark in history of the company, exceeding 300,000,000 cigars. This compares with total of 295,139,800 in 1928 and 285,774,000 in 1927.

Concentration of operation has been brought about through machine manufacture, effecting additional economies. Increased investment in cigar machines is reflected in company's balance sheet, amounting to $941,510 as of December 31, 1929, against $675,913 at close of 1928 and $555,210 at end of 1927.

Little change is shown in inventory position of Bayuk at close of 1929, as compared with close of 1928, later statements giving this item at $8,225,885, against $8,338,637 a year previous. Of former total, $6,992,241 represents raw stocks of tobacco, and of the latter, $6,831,925. Company's policy is only to keep stocks of tobacco on hand sufficient for two or three years' production, thus insuring company against year when crop might fall below standard. In line with this policy, expanding business has necessitated expanding inventories. In 1922 inventories were listed at only $3,455,297.

(Continued on Page 16)

Be moderate
AVOID THAT FUTURE SHADOW

AVOID THAT FUTURE SHADOW*

By refraining from over-indulgence, if you would maintain the modern figure of fashion

Women who prize the modern figure with its subtle, seductive curves—men who would keep that trim, proper form, eat healthfully but not immoderately. Banish excessiveness—eliminate abuses. Be moderate—be moderate in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for a Lucky instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain the lithe, youthful, modern figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

"Coming events cast their shadows before"

"It's toasted"

Your Throat Protection—against Irritation—against cough.

*Be Moderate! . . . Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tablets or other quack "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking Lucky Strike Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

© 1930, The American Tobacco Co., Mfrs.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALB BUILDING

MEMBERS of Congress are urging that nothing be permitted to interfere with the investigation of the Federal Trade Commission into the chain store situation, for which the House of Representatives has provided an additional fund of $42,500 in response to the commission's showing that available funds were insufficient for the inquiry.

The chain store situation has been the subject of considerable discussion in the House, where a great deal of criticism has been voiced regarding the operations of certain chains. Recent inquiries of the House appropriations committee developed that the commission's facilities have been greatly strained by other investigations, and the chain store survey has been delayed by lack of funds.

"I know of no more important investigation than that of the chain store," it was declared by Representative Celler, of New York, in discussing the matter. "This investigation intimately touches the housewives and consumers of the nation. Retail distribution is being confined more and more to the chain stores. The chain is crowding out the retailer. The independent, efficient merchant is certain of today; but what about his future? He cannot hope to compete upon any basis of equality with the tremendous and powerful chain store organization.

"The chains are here to stay. They meet an economic demand. Hostile legislation against them is unavailing. There are, however, certain chain store practices which are not only detrimental but unlawful.

"Many of the chains are violating the Federal Trade Commission Act and the Sherman Anti-trust Law. Such chains, if guilty, should not go unwhipped. The Federal Trade Commission is now examining into the unfair trade practices of certain chains.

"Suppose the chains do sell more cheaply and render better service. Once a monopoly has set in and the competition is gone, there is danger that prices will be manipulated at will and vast numbers of people will be at the mercy of the chains."

Tobacco Tariff Rates May Yet Be Changed

With the tariff bill nearing completion in the Senate, it is anticipated that the measure will be passed and sent to the conference committee early in March. In all probability, six weeks or two months will be required for the committee to reconcile the hundreds of differences between the House and Senate.

Possibilities of a change in the tobacco schedule are seen in the announcement by Senator Harris, of Georgia, that when the bill comes before the Senate for final passage he will propose an amendment on tobacco, the nature of which he has not stated.

Nothing has been done with the tobacco schedule since November 18th, last, when the Senate rejected the finance committee's recommendation for a new rate of 87.5 cents per pound on unstemmed and $1.175 on stemmed leaf consisting of filler with more than five but not more than 35 per cent of wrapper, and disagreed with the House rates of $2.50 per pound on unstemmed and $3.15 per pound on stemmed, retaining the present rates of $2.10 and $2.75 per pound on unstemmed and stemmed leaf, respectively. It is probable that Senator Harris' amendment, if he carries out his announcement of pressing for a change in rates, will be in the nature of an increase.

Semi-annual Survey of Retail Sales and Credit to Be Made

Semi-annual surveys of stores in selected lines in twenty-three cities throughout the country are to be made by the Department of Commerce beginning July 1st, next, for the purpose of determining information regarding the trend of retail sales and credit.

Desirability of making these surveys at regular intervals was stressed before the department recently by representatives fo the National Retail Credit Association, who declared that the initial investigation made sometime ago had been of inestimable value to business men.

Questionnaires to be sent to merchants in the selected cities are now being prepared and will be so phrased as to secure information regarding the percentage of business done on a credit basis, the promptness with which accounts are being paid, the value of each month's sales, the extent of installment sale losses from bad debts, and losses caused by fraudulent buying and fraudulent checks.

This data will be gathered from jewelry, shoe, furniture, department, men's clothing, women's speciality and electrical appliance stores in Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Indianapolis, Kansas City, Los Angeles, Louisville, Minneapolis New Orleans, New York, Philadelphia, Pittsburgh, Portland, Ore.; Richmond, Va.; St. Louis, San Francisco, Seattle and Washington.

Store Package Wrapping to Be Studied

Estimating that $10,000,000 a year or more is wasted by stores throughout the country through inefficient wrapping and packing methods, the division of simplified practice of the Department of Commerce in the near future will make a nation-wide survey of the situation.

A preliminary test to determine the possibilities of eliminating much of this waste was recently completed. Practices in six stores were surveyed, and it was found

(Continued on Page 16)

Nothing like a pipe, *I* say

WHENEVER I want a real, honest-to-John *smoke* (and that's pretty often!), I get out my old pipe and pack it with Prince Albert. I know in advance what it's going to be like, but I get a new thrill out of it every time. A pipe and P. A. are so downright *dependable*.

Just to open the tidy red tin and drink in that P. A. fragrance is a treat in itself. No more appetizing aroma ever greeted a pipe-hungry man. And when that cool, comfortable smoke comes rolling up the stem, you know that the taste more than matches the fragrance.

Cool as the old town pump. Restful as an easy chair after a hard day. Mellow and mild and long-burning. So mild, in fact, that you're always ready for another session, no matter how much you load up. I've smoked P. A. for years—I ought to know!

If you don't know the contentment and satisfaction of a pipe, I urge you to go and get one right now. Fill it with good old Prince Albert and smoke up. You'll enjoy it as you never enjoyed a smoke before. You'll want your pipe for a constant companion from that time on, or I miss *my* guess. Try it!

Not only quality, but quantity, too—TWO full ounces in every tin.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 Up

UNITED STATES TOBACCO COMPANY EARNINGS INCREASE

IN connection with the annual statement of the United States Tobacco Company recently issued, showing an increase in net profits of the Company for the year 1929 of more than $110,000 over profits for the previous year, President John M. De Voe, in a letter to the stockholders states: "From the annual statement you will observe that your company's operations have been the most profitable and successful in the history of its business, which is in line with its experience in the past, in that normally the earnings for each year show an advance over the preceding year. The outlook for 1930 is also very encouraging."

The United States Tobacco Company has reported an increase in earnings for eleven consecutive years.

IMPERIAL TOBACCO PAYS 23 PER CENT.

The directors of the Imperial Tobacco Company (Great Britain and Ireland) Limited, have declared a final dividend in respect to the year ended October 31, 1929 of 8½ per cent. and a bonus of 7½ per cent. both free of income tax. This makes the distribution for the twelve months 23 per cent. free of tax. For the preceding year the dividend was 26 per cent. tax free, but allowance must be made for the fact that the dividend for 1928-29 will be paid on a capital increased by 25 per cent. through the distribution last year of a free capital bonus.

The latest dividend is thus equal to 28¾ per cent. on the old capital.

A sum of £487,000 is placed to general reserve, making it £4,500,000, and the balance carried forward is a few thousands larger at £1,176,000. A year ago the board placed £500,000 to reserve; £250,000 to pension fund, and increased the "carry forward" by £210,000. The increase in the dividend represents upwards of £800,000.

A BOOST FOR CIGARETTES

AN article in *Tobacco*, London, England, in reference to the British-American Tobacco Company states that this company efficiently looks after a giant share of the export trade. It has ramifications in various markets abroad and has done effective work in China and other populous markets. The B. A. T. is always looking forward and forging ahead, exploring the world for openings and making them where they have not previously existed. Socially and humanly speaking, this carrying of the smoking habit to peoples addicted to dangerous habits has done undoubted good. No one will refuse to admit that the cigarette, in supplanting the opium pipe, is freeing large sections of the East from a bane, and helping civilization.

However, estimable this missionary by-product of the great organization's program may be, the British-American is primarily a manufacturing and marketing force which is in this world-business to woo success. Its efforts are directed through men who have proved their worth by experience in the fields exploited, and by a fine spirit of progress. It will be remembered that a substantial portion of the company's holding is subsidiary and allied companies was recently sold to Tobacco Securities Trust, Limited.

Dividends from the two companies are equivalent to a total dividend at the rate of 26.821 per cent., free of tax, or an increase of 1.821 per cent. over the previous year's dividend. Our friends of the lay press do not always appreciate the fact that the British-American's business is export, and that their other work is done abroad in local factories. The results in nearly all parts of the world were last year very satisfactory, and continued so in the first three months of the current financial year.

Sir Hugo Cunliffe-Owen, chairman of the Board of Directors of the British-American has been in the United States during the past month making an inspection tour of the British-American's interests in this country, which include the Brown and Williamson Tobacco Corporation, of Louisville, Ky., manufacturers of "Raleigh" cigarettes and "Sir Walter Raleigh" smoking tobacco.

GEORGE HILL BUYS IRVINGTON ESTATE

George W. Hill, president of the American Tobacco Company, has purchased the old Daniel G. Reid estate at Irvington, New York. Mr. Hill's palatial residence at White Plains was recently completely destroyed by fire, and thus White Plains loses one of its most prominent residents.

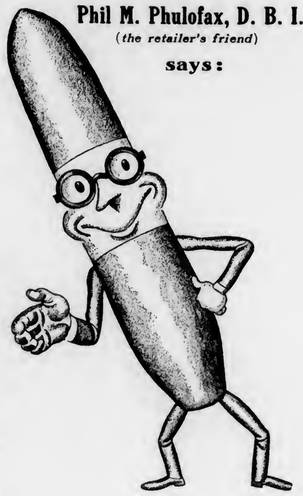
The Hill estate at White Plains will probably be opened to real estate development, as there is considerable of this being done in the neighborhood of the estate.

HELME COMPANY TO HOLD MEETING

Stockholders of the George W. Helme Company, snuff manufacturers, will hold their annual meeting for the election of directors, and the transaction of such other business as may properly come before the meeting, at the home office of the company, 15 Exchange Place, Jersey City, N. J., at two o'clock in the afternoon, Monday, March 3.

Transfer books of the common and preferred stocks will not be closed, but stockholders must be of record at least twenty days prior to the meeting to entitle them to vote.

Phil M. Phulofax, D. B. I.
(*the retailer's friend*)
says:



"It's the
glad hand
that has the strongest grip"

"On a previous occasion I spilled a few fast ones on how to get customers into your store by putting on a good front . . . outside. Well, now that you've got 'em inside, what you gonna do about putting a good front on yourself?

"Is your customer going to be glad he came in? Is he going to see a welcome sign in your expression? Is he going to hear a sincere and cheery 'Good morning'? Will he find you ready with what he wants—or able to put your hands on it quickly? Or will you have to keep him waiting? Doggone, I don't think there's anything that annoys a customer more than having to wait while the man behind the counter does a Sherlock Holmes hunting for an asked-for brand in the back of the store. If he's in a hurry, he's likely to walk out on you and 'get it later'—at some other store.

"In short, in case I'm getting long-winded, here's the one-two-three on inside personal front: Give your customer the glad hand; have what he wants; be set to serve him quickly. Simple, isn't it? Yet these things (plus honest values) form the kind of grip that holds . . . they go out with him—cling to his mind—and bring him back to you again and again.

"In my next talk I'm taking up another angle that may be helpful to cigar retailers whose ambition is to make some real money in the business they've chosen. Watch for it."

Phil M. Phulofax* D. B. I.

*Associated with BAYUK CIGARS, INC., *Philadelphia*
Makers of fine cigars since 1897

BAYUK BRANDS
BUILD BUSINESS
BAYUK PHILADELPHIA CIGAR
BAYUK HAVANA RIBBON
CHARLES THOMSON
MAPACUBA
PRINCE HAMLET
—*It's Ripe Tobacco!*—every Bayuk cigar

WOODHOUSE ESTATE LEFT TO FAMILY

FOLLOWING the recent death of John T. Woodhouse, Sr., wealthy wholesale tobacconist, John T. Woodhouse, Jr., announced that an even distribution of the $1,000,000 estate had been made between the five children.

Mr. Woodhouse said: "My four sisters and I have agreed to settle the estate evenly between us. By a pre-nuptial agreement my father left Mrs. Clara Woodhouse, his widow, $25,000. Everything has been settled equitably by the heirs."

Mr. Woodhouse also explained that his father's last will, which was given a hearing before Judge Henry S. Hulbert of Probate Court, was found by him in the Woodhouse safe deposit box in the Union Trust Company.

The will was made in the offices of the company of which Mr. Woodhouse was head, and witnessed by two female employees. It was dated January 25, 1930, the day Mr. Woodhouse ended his life, and was written in the deceased's own handwriting. It bequeathed all his holdings to John T. Woodhouse, Jr., and stated:

"I feel he will take care of my daughters and the other members of my family in a manner satisfactory to me, and which he understands."

The will was brought before Judge Hulbert by the widow, the deceased's five children and a brother.

A hearing was granted at once and Judge Hulbert named John T. Woodhouse, Jr., Harry V. Woodhouse, and a trust company as administrators and executors of the estate.

Mr. Woodhouse's surviving widow was his third wife, she having married him on August 19, 1919. The children were born to the first Mrs. Woodhouse, who died several years ago.

PACIFIC COAST JOBBER KILLED

Charles Besthorn, head of the wholesale distributing firm bearing his name, was instantly killed in an automobile accident early in the month of February, when the automobile in which he was riding was sideswiped by another car without any headlights on the Golden State Highway, near Madera, California.

Mrs. Besthorn was driving the car, which was forced off the highway and over an embankment, instantly killing Mr. Besthorn and severely bruising Mrs. Besthorn.

Mr. Besthorn founded the Charles Besthorn Tobacco Company in San Francisco about forty years ago, and about twenty years ago moved his business to Oakland. Several years ago he suffered a nervous breakdown and his son William had taken over the management of the business since that time.

He is survived by his widow, one son and three daughters. He was sixty years old.

CIGARETTE SMOKERS WILL GRADUATE TO CIGARS

According to the *Cigar and Tobacco World*, London, one of the more important Havana cigar men in London declared that it was his firm belief that the youthful devotee of the cigarette would mature into a cigar smoker. As the young man becomes older, he will want an armchair and comfort, and to these a cigar is an essential concomitant. The cigarette is too evanescent for such luxurious ease; and so, as the older cigar lovers leave their smoke rings to start away on the long journey, younger admirers of the "Man's smoke" come along and the cigar remains with us.

HOWELL & COMPANY PURCHASE BAND DEPARTMENT FROM HENSCHEL

THE well-known cigar label and band house of F. M. Howell & Company, Elmira, New York, has acquired by outright purchase the cigar band department of A. C. Henschel & Company, of Chicago, Illinois.

This purchase includes all of the band machinery and equipment, as well as the records of all orders and past business of the Henschel Company.

With these added facilities F. M. Howell & Company, are in a position to serve the cigar manufacturer even more efficiently than in the past, and places them in the front ranks of manufacturers of high-grade cigar bands.

Howell & Company will continue to carry in stock most all of the Henschel stock designs, which added to their already extensive line of bands gives the cigar manufacturer an exceptionally large assortment of popular designs to select from.

All orders for "Henschel" bands will receive the customary prompt service and attention for which the Howell Company enjoy a most enviable reputation.

"SWEET" CIGARETTES BARRED FROM ENGLAND

W. Irving Glover, Second Assistant Postmaster General, has issued the following statement to postmasters of the country in connection with cigarettes in the mails to Great Britain:

"In view of the existing prohibition in Great Britain against the importation of sweetened cigarettes, numerous reports of the seizure of parcels containing these articles are received from the Postal Administration of that country.

"As practically all brands of cigarettes manufactured in the United States contain a certain percentage of sweetening properties, postmasters will advise mailers that cigarettes addressed for delivery in Great Britain will be accepted only at their risk."

SNYDER VACATION INTERRUPTED

W. H. Snyder, of W. H. Snyder & Sons, cigar manufacturers of Windsor, Pa., who left with Mrs. Snyder and their daughter for a trip to Florida points, combining business and pleasure, was forced to return home after having been gone little more than a week, due to the fact that his wife and daughter were stricken with ptomaine poisoning while they were at Daytona Beach. After returning home they were placed under the care of their family physician, and at last reports were well on the road to recovery.

H. L. HAINES IN ACCIDENT

H. L. Haines, of H. L. Haines & Company, Red Lion cigar manufacturer, recently left for a trip to Texas accompanied by Mrs. Haines, but their car met with an accident just after leaving Louisville, Ky., and they were forced to abandon their trip and return home by train. Mr. and Mrs. Haines escaped injury, but the car was wrecked.

SAN FELICE AN OPEN ACCOUNT IN DETROIT

The Deisel-Wemmer-Gilbert Corporation, manufacturers of "San Felice" cigars, have declared this brand an open account in the Detroit territory. Lee & Cady of that city formerly held the exclusive distribution privileges.

144,000,000,000 CIGARETTES THIS YEAR

IT IS estimated by the Standard Statistic Company that the total production of cigarettes in 1930 will be around 144,000,000,000. Of these, it is estimated that the R. J. Reynolds Tobacco Company will manufacture 44,000,000,000 being exceeded in output by one company, the American Tobacco Company with a total of 49,000,000,000 cigarettes. Liggett & Myers will make 31,000,000,000 and Lorillard 12,000,000,000.

This statistical authority estimates that with the present cigarette level being maintained, American Tobacco Company should earn $21 a share on its present capitalization; Reynolds $5.25 a share; Liggett & Myers $12 a share and Lorillard $3.25 a share. In making this estimate the statistical company figures that American Tobacco Company will produce 20,900 cigarettes for each share of stock outstanding; Reynolds 4400 cigarettes; Liggett & Myers 11,900 cigarettes and Lorillard 6300 cigarettes per share.

It is of record that in the first nine months of last year more than 90,500,000,000 cigarettes were manufactured in this country, a gain of 13.2 per cent. over the corresponding period of the previous year, and while there probably was some decline in the percentage of increase in the fourth quarter it is believed that the total production of the year just past will reach 120,000,000,000 cigarettes. Of the total production approximately 95 per cent. is made by the four leading companies.

The growth of the cigarette phase of the tobacco industry is attributed in no small part to the power of advertising and publicity. It is probable that the total advertising bill of the four large companies aggregates between $40,000,000 and $41,000,000 annually, and we may add to this statistical statement that the cigarette output is all the time on the increase, with no end to the possibilities of continued marvelous growth.

BRASSEM AND deVRIES RETURNING HOME

Jan C. Brassem and H. E. deVries, sons of prominent members of the leaf tobacco industry at Amsterdam, have completed a several months' visit to this country where they have been studying manufacturing methods in prominent cigar factories located in Philadelphia and other cities, and Mr. Brassem left New York last Saturday for Havana where he will spend some time studying the industry there and will sail for home from New York City the latter part of March.

Mr. deVries is leaving New York City today on the Aquitania and will go directly home. Mr. deVries' father is a director of the Deli Batavia Maatschappij, and Mr. Brassem's father is a partner in the firm of J. H. A. Gebign, leaf tobacco broker of Amsterdam.

LIGGETT & MYERS DIVIDEND

The Liggett & Myers Tobacco Company has declared a quarterly dividend of $1.75 on the preferred stock of the company payable April 1st to stockholders of record March 10th.

SCHULTE REAL ESTATE EARNS $1.96

Schulte Real Estate Company reports net profit for 1929 of $1161,764, equivalent, after preferred dividends, to $1.96 a share on the 500,000 shares of no par common stock outstanding.

2 for 25¢ Size
Cellophane wrapped
NOW 10¢

"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

1928 CIGAR TOBACCOS ARE THE FINEST IN YEARS—LA PALINAS ARE NOW MADE OF 1928 CIGAR TOBACCOS—EXCLUSIVELY
LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

SUMATRA TOBACCO CROP OF 1929

THE preliminary estimate of the number of bales of tobacco produced in Sumatra has just been made public, and while the figures have all been rounded off on hundreds of bales, the report of Consul General Charles L. Hoover, made public by the Tobacco Section, Department of Commerce, states, that it is not probable that the final figures will show more than five hundred bales one way or the other. The figure given 234,500 bales, this being about 6000 bales less than the 1928 crop which was 240,423 bales, the decline thus amounting to about two and one-half per cent.

There are given below the details showing the estimated production of the various plantation companies.

	Number of Bales	
Companies	*1928*	*1929*
Deli Maatschappij	91,720	93,000
Senembah Maatschappij	46,847	43,700
Deli Batavia	42,279	37,800
Arendsburg	20,843	22,000
"Oostkust"	17,164	13,800
Serdang Cultuur	4,006	6,400
Soengei Lipoet	5,829	5,000
Holland-Sumatra Tabak Mij.	2,409	2,600
Holland-Deli Company	2,859	2,300
Tjinta Radja	1,825	2,200
Holland-Langkat Tabak Mij.	1,877	1,800
Koloniale Cultuur Mij.	1,082	1,400
Sumatra-Danmark	888	1,200
Scattering	795	1,300
Total	240,423	234,500

The plantations of the Deli Maatschappij produced about one thousand bales more than in 1928, but on the other hand, the estates of the Senebah Maatschappij and the Deli Batavia Maatschappij together showed a decline of nearly eight thousand bales, while the reports of the other plantation companies show varying harvests as compared with 1928, some reporting more and others less. The Sumatra-Danmark plantation company has brought its West Coast tobacco on the market for the second time and its crop is about three hundred bales greater than last year.

No definite information has as yet reached Amsterdam as to the quality of the 1929 crop, but there are persistent rumors to the effect that it is considerably below normal and that the quantity of American grades will be appreciably smaller than last year. But as it was rumored earlier in the year that great damage had been done to the crop by the drought and the storms and that the production would be much less than in 1928, it is not safe to accept the rumors regarding the inferior quality without further confirmation. Some damage was undoubtedly done, but if it had been great, it may be assumed that the plantation companies would not fail to let the fact be known.

The auctions of Sumatra tobacco are scheduled to begin on March 14, 1930. According to a statement of the tobacco bourse on December 31, 1929, the amount of Sumatra tobacco in stock in Amsterdam on that date was 21,954 bales, while the amount of Java tobacco on hand in this city was 4165 bales. In a later report, Consul General Hoover advises that although none of the tobacco of the 1929 crop of Sumatra tobacco has been exhibited in Amsterdam as yet, certain information regarding the quality of the leaves which have already arrived has become known to the public according to statements which have appeared in the press of Amsterdam. According to these statements, the quantity of the Sumatra tobacco of the 1929 crop which has so far arrived in Amsterdam is considerably below that of the 1928 crop, the stock on December 31, 1928, having been 41,376 bales while on the same date in 1929, the stock was only 21,954 bales, but it is not probable that this decline was due to a smaller harvest, but rather to delay in shipping. Following is a statement of the quantities of "sand leaf" and "sand leaf, seconds" of the 1929 crop of the four leading producers so far imported, and a comparative table of the imports of the same qualities in 1928:

Producers:	*1928 Sand Leaf*	*1928 Seconds*	*1929 Sand Leaf*	*1929 Seconds*
	Bales	Bales	Bales	Bales
Deli Maatschappij	....	....	1,344	1,522
Senembah Maatschappij	....	....	2,756	....
Deli-Batavia Maatschappij	....	....	....	....
Oostkust Maatschappij	....	....	....	....

	Sand Leaf		*Seconds*	
	1928	*1929*	*1928*	*1929*
	Bales	Bales	Bales	Bales
Deli Maatschappij	7,884	1,344	1,957	1,522
Senembah Maatschappij	5,695	2,756	674	2,690
Deli-Batavia Maatschappij	4,245	1,966	1,074	1,933
Oostkust Maatschappij	1,075	597	543	636
Various Producers	*	3,119	*	2,966

(*Not stated.)

The importations of the 1929 crop of the Deli Maatschappij are still far below those of 1928, although the production of this company, as previously reported, was considerably above that of 1928, but it is reported that the Senembah Maatschappij and the Deli-Batavia Maatschappij have already received the greater part of their harvest of the best known marks of the sand leaf quality. The figures in the foregoing table shows that the quantity of "uitschot zandbald," or seconds, is proportionately considerably greater than in 1928. The importations of the Senembah Maatschappij of this quality in 1929 are about four times as great as in the preceding year. The Delhi-Batavia Maatschappij has received almost equal quantities of sand leaf and seconds, but the quantity of seconds is nearly twice as great as in 1928. In all cases, the quantities of 1929 of sand leaf and seconds imported up to the present time are about the same, but the proportion of seconds is much greater this year than last. The press also predicts that the color of the tobacco of the 1929 harvest will be found to be inferior and that as a result the small quantities of the best and clear colored tobacco will command very high prices, and that there will be a shortage of good colored tobacco at reasonable prices for the cigar industry of the Netherlands.

PIPE WEEK WILL BE MAY 24 TO 31

THE Briar Pipe Trade Association, England, which practically embodies the entire industry, at a recent meeting selected the week of May 24 to 31 to be known as "Pipe Week," and an intensive campaign will be conducted for the purpose of stimulating pipe smoking amongst smokers throughout the world.

The association proposes that every tobacco dealer throughout the world shall devote his whole energy and his entire resources to the exploitation of the pipe, that he shall live, move and have his being in a pipe atmosphere, devote his window to pipe shows, and talk pipes incessantly over the counter and in his local newspaper.

By this means it is confidently anticipated that where pipe interest lags, it will be stimulated, and that where it has not existed it shall be brought into being. It is to be the world's best and biggest pipe boost, and its influence on sales will be enormous.

PHILIPPINES EIGHTH TOBACCO PRODUCER

AN ARTICLE in the 1930 Carnival Commercial Handbook just issued by the Philippine Carnival Association in conjunction with the annual Commercial and Industrial Fair held at Manila February 15 to March 2, states that tobacco is now cultivated throughout the world, and the first twelve from a list of forty-five tobacco producing countries may be arranged on the basis of the amount of their average production for 1920-1922 in the following order: United States, India, China, Brazil, Japan, Dutch East Indies, Russia, Philippines, Germany, Greece, Cuba and France.

It is interesting to note that the Philippines would rank first as a tobacco producer in Europe, Africa or Australia, second in either North America or South America. She is fifth in Asia and eighth in the world.

The relative position of the Philippines as a tobacco producer in the world is the more remarkable when the fact is considered that tobacco was not known in this country until the latter part of the sixteenth century when it was introduced here from Mexico. Since that time it has been cultivated and its importance in the trade steadily increased. The tobacco monopoly established in 1783 by the Spanish government gave a great impetus to this rapidly growing industry. The admission, free of duty, into the United States of Philippine tobacco and its products, at first in limited quantities and later on in any amount, has brought about radical changes in the preparation of tobacco products for consumption in the American market, the retention of which depends upon the improvement of the quality of leaf tobacco and the production of really good tobacco manufactures, two of the main problems of the tobacco industry.

The Philippine Government, in its efforts to develop the industry and to maintain and open new markets abroad, seeks to improve the quality of leaf tobacco and its manufactures through the proper enforcement of the provisions of Act No. 2613 and its amendments, together with the rules and regulations issued thereunder. According to this law, tobacco reaches the market in the form of leaf, or in the form of manufactured or partially manufactured tobacco products.

Leaf tobacco is now produced in practically all parts of the Philippines, particularly in Isabela and Cagayan where the choicest leaves of exquisite aroma are produced. Other important producing provinces are La Union, Pangasinan, Nueva Ecija, Ilocos Norte and Cebu. No person, except a planter selling tobacco of his own production to registered dealers in the province where the tobacco is grown, may deal in leaf tobacco unless he is duly authorized by the Government to do so. In other words, leaf tobacco is handled in the trade only by dealers who are registered as such in the Bureau of Internal Revenue. All leaf tobacco to be removed from the province of its origin to Manila, must be inspected either at the point of shipment or at the point of destination. In this way leaf tobacco reaches the exporters or large consumers properly classified and graded according to regulations, and is exported chiefly to Spain, France, United States, and the French East Indies.

Tobacco manufactures which include cigars, cigarettes, smoking and chewing tobacco, snuff and others, are subject to Government regulations. Accordingly the type of manufactured tobacco products that are intended for export as well as for local consumption is

(Continued on Page 16)

BLACKSTONE CIGARS

GO ON THE AIR *EVERY TUESDAY*

8 P. M., Eastern Standard Time

7 P. M., Central Standard Time

OVER THE

COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Waterloo	WMT	Syracuse	WFBL
Boston	WNAC	Omaha	KOIL	Washington	WMAL
Buffalo	WKBW	Council Bluffs		Rochester	WHEC
Kansas City	KMBC	Philadelphia	WCAU	Harrisburg	WHP
New York City	WABC	Pittsburgh	WJAS	Minneapolis	WRHM
Oil City	WLBW	Providence	WEAN	Detroit	WGHP

Also through WCCO, Minneapolis, every Friday at 6:30 P. M.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President

News from Congress

(Continued from page 8)

that there were eleven methods of wrapping twine around a package and twenty-three methods of attaching tape. The inquiry further showed that only four out of 148 sizes of set-up boxes and twelve out of seventy-three sizes of bags were used by two or more stores. It is believed that decided economies can be brought about by eliminating some of the wide diversity of sizes of boxes, bags, twine and other wrapping and packing supplies.

The investigation will cover stores in Atlanta, Chicago, Cleveland, Dallas, Detroit, Los Angeles, Milwaukee, Minneapolis, Pittsburgh, Portland, Ore.; San Francisco, St. Louis, St. Paul, and Washington.

Bill Punishing Check Frauds Introduced

Deposit in the mails of checks or drafts for the payment of goods when the maker or drawer thereof has not sufficient funds or credit with the bank drawn upon would be made illegal, under the terms of a bill introduced in the House of Representatives January 24th by Congressman Moore, of Virginia.

The bill provides that "any person, acting as an individual, or the officer of any corporation, acting on behalf of such corporation, who, for the purpose of inducing any other person or firm, association, or corporation to render services, supply goods, deliver any article or value, or expend moneys on behalf of such first-named person or said corporation, shall deposit, either directly or through the agency of any other person, in the United States mails any check, draft, or order for the pyament of money made by such person or corporation upon any bank or other depository where, at the time of the deposit of such check in the United States mails, the maker or drawer thereof has not sufficient funds in, or credit with, such bank or other depository for the payment of such check, draft, or order in full upon its presentation, or where, after the deposit of such check, draft or order in the mail, such maker or drawer shall withdraw from the bank or other depository funds on deposit to such extent as to leave insufficient funds to meet the payment of such check, draft or order when presented, shall be guilty of a misdemeanor."

Violation of these provisions would be punishable by imprisonment for not more than one year or fine of not more than $1000, or both. Deposit of such a check in the mails, payment of which is refused by the drawee because of insufficient funds, shall be prima facie evidence of an intent to defraud, by such maker or drawer and of knowledge of insufficient funds or credit with the bank, provided the maker or drawer, or the person depositing the check in the mail, shall not have paid the holder thereof the amount due thereon, together with the amount of protest fees, if any, within five days after receiving notice that the draft, check or order has not been paid.

CONGRESS CIGAR EARNINGS

Net profit of the Congress Cigar Company (La Palina), for the year 1929 was $2,882,116, after charges and Federal taxes, against $2,984,605 in 1928.

The 1929 earnings are equivalent to $8.23 a share on 350,000 no-par shares of capital stock, as compared with $8.52 per share in the previous year.

CUBA EXPERIMENTING WITH MACHINERY

IN A REPORT to the Department of Commerce, Consul Harold B. Quarton, of Havana, states that Cuba has long been recognized as a country which maintains the system of making its cigars by hand. Cuban cigars have always sold at such high prices that hand-made methods were profitable, due to cheap labor. While a few machine processes were used, the old system of work in a large room, listening to readers has continued.

Toward the end of 1928, one factory installed a number of machines to make a cheap quality of cigar to sell at five cents, a cheaper rate than most of the Cuban varieties, and to be largely employed in the export trade.

"EL TRELLES" BRAND EXPANDING

M. Trelles & Company, manufacturers of the "El Trelles" brand in New Orleans, are expanding their distribution into northern territory, where their brand is making splendid headway.

Manuel Trelles, Jr., has placed their brand with the Mid-West Cigar Company, of St. Louis, and negotiations are under way with distributors in Cleveland and points in Illinois.

Leo Trelles has just returned from a trip through Tennessee, northern Louisiana and Mississippi, where their brand is enjoying a splendid sale.

PHILIPPINES' EIGHTH TOBACCO PRODUCER

(Continued from Page 15)

determined by such regulations, and such tobacco products as are manufactured in factories are prepared under most sanitary conditions. But where is the market for the products? Many of the manufacturers are content with supplying local demand. Some distribute their products locally and at the same time engage in the export trade; while others prepare their manufactures wholly for export. Their best markets for cigars are the United States, China, France, Spain, British East Indies, and other Oriental countries; and for cigarettes, French East Indies, Hongkong, Japan, China, and the British East Indies.

Although some improvements have been achieved in the tobacco industry as a result of government regulations, yet the industry in general leaves much to be desired, especially in marketing the products. However, the organization of tobacco co-operative marketing associations in the provinces and the establishment of tobacco merchants' associations in the city and other tobacco trading centers promise better days for the industry, as these factors will surely put the tobacco industry on a good, sound and broad basis.

BAYUK HAS SUCCESSFUL YEAR

(Continued from Page 6)

Working capital showed little change at end of year, amounting to $7,535,096 against $7,750,193 at end of 1928. Earnings on invested capital were better than 18.3 per cent. as compared with 16.8 per cent. in 1928. Book value of the common stock at the close of 1929 exceeded $83 a share, against $74 a share at end of 1928.

JANUARY CIGAR PRODUCTION DECLINES

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of January, 1930, and are issued by the Bureau. (Figures for January, 1930, are subject to revision until published in the annual report):

Products	—*January*—	
Cigars (large)	*1929*	*1930*
Class A .....No.	242,188,120	262,243,200
Class B .....No.	42,106,600	31,015,920
Class C .....No.	134,881,928	117,913,432
Class D .....No.	7,528,475	7,051,721
Class E .....No.	1,010,684	675,807
Total	427,715,807	418,900,080
Cigars (small) .....No.	35,168,107	34,635,920
Cigarettes (large) ..No.	863,499	855,761
Cigarettes (small) .No.	10,160,262,683	10,208,231,773
Snuff, man'f'd. ....Lbs.	3,719,514	3,765,761
Tobacco, man'f'd. .Lbs.	29,440,476	29,248,537

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the January Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of January.

Products	—*January*—	
Cigars (large)	*1929*	*1930*
Class A .....No.	6,663,100	3,920,550
Class B .....No.	22,000	81,000
Class C .....No.	69,640	477,900
Total	6,754,740	4,479,450
Cigars (small) .....No.	496,800	.....
Cigarettes (large) ..No.	325,000	100,000
Cigarettes (small) ..No.	94,400	91,440

Tax-paid products from the Philippine Islands for the month of January:

Products	—*January*—	
Cigars (large)	*1929*	*1930*
Class A .....No.	13,098,805	12,095,200
Class B .....No.	257,850	176,843
Class C .....No.	159,164	44,706
Class D .....No.	80	301
Class E .....No.	210	150
Total	13,516,109	12,317,200
Cigarettes (small) .No.	673,020	427,830
Tobacco, man'f'd. .Lbs.	63	208

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the January Statement of Internal Revenue Collections

Objects of taxation.	*First Seven Months Fiscal Year*	
Tobacco manufactures:	*1929*	*1930*
Cigars	$13,967,235.33	$13,542,652.68
Cigarettes	196,889,687.07	212,203,587.07
Snuff	4,167,323.22	4,255,383.47
Tobacco, chewing and smoking	35,603,427.15	35,205,514.01

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

WASHINGTON RETAILERS HOLD CONVENTION

RETAIL tobacconists of the State of Washington held a convention in Seattle on Tuesday, February 11th, which was one of the largest conventions ever held in the State, with the exception of national conventions held by some fraternal orders, and a splendid spirit of co-operation was in evidence by retailers throughout the State in an effort to improve conditions in the retail tobacco trade, and particularly in reference to the maintenance prices so that the retailer might obtain a legitimate profit.

The convention was held under the auspices of the Seattle Retail Cigar Dealers' Association, and a resolution favoring the passage of the Capper-Kelly Bill, now before Congress, was unanimously adopted.

More than four hundred fifty guests were present at the banquet held in conjunction with the convention, including the Governor of the State, U. S. Senators and Congressmen.

The organizing of a State Association was discussed, but it was deemed not advisable at this time. A committee was appointed, however, to study the advisibility of electing a state secretary who would visit the retailers throughout the State several times a year, call meetings, whenever necessary, and send out educational bulletins from time to time.

Tobacco Merchants' Association Registration Bureau, 431 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

EASTERN DREAM:—45,666. For cigarettes. February 15, 1930. J. Miranda, New York, N. Y.

SHAGREEN:—45,667. For cigarettes. February 15, 1930. J. Miranda, New York, N. Y.

PETER'S FANCY:—45,669. For all tobacco products. February 3, 1930. G. J. Clifford, New York, N. Y.

K-W-K-H:—45,670. For cigars. February 20, 1930. H. F. Wilson, Nacogdoches, Texas.

BROCKWAY:—45,672. For cigars. February 13, 1930. Cuesta, Rey & Co., Tampa, Fla.

SPECIAL 1930 SPECIAL:—45,664. For cigars. February 14, 1930. David Ornstein, Philadelphia, Pa.

VITT BROS. ROYALS:—45,665. For cigars, cigarettes and smoking tobacco. February 11, 1930. Casper E. Riese, San Francisco, Cal.

DEEP GRAIN:—45,652. For pipes. February 3, 1930. Kaufman Bros. & Bondy, Inc., New York, N. Y.

TRANSFERS

SPENOLA:—21,554 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 6, 1911, by Heywood, Strasser & Voigt Litho. Co., New York, N. Y. Transferred to Martinez, Havana Co., and re-transferred by The Kraus Cigar Co., New York, N. Y., successors to Martinez, Havana Co., to Jacob Rich, New York, N. Y., February 3, 1930.

EL PARCIAL:—27,626 (Trade-Mark Record). For cigars. Registered December 16, 1902, by George Schlegel, New York, N. Y. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

HEINEGABUBELER:—80,928 (U. S. Patent Office). For cigars, cheroots and little cigars. Registered February 14, 1911, by Landfield & Steele, Chicago, Ill. Transferred to Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

AMERICAN CLUB:—24,297 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered April 18, 1912, by Alexander Gordon, Detroit, Mich. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

L. & S. PEARLS:—32,355 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 5, 1906, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

MELODA:—32,650 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 7, 1907, by Wm. Steiner Sons & Co., New York, N. Y. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

L. & S's PRACTICO:—13,755 (Tobacco World). For cigars. Registered June 26, 1902, by Wm. Steiner Sons & Co., New York, N. Y. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

LITTLE HEINE:—35,907 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered July 28, 1910, by George Schlegel, New York, N. Y. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

PURITAN CLUB:—29,561 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 27, 1904, by George Schlegel, New York, N. Y. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

OLD FATHER WILLIAM:—40,039 (United Registration Bureau). For all tobacco products. Registered December 18, 1916, by Landfield & Steele, Chicago, Ill. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

JUDGE JOSEPH E. GARY:—29,318 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 24, 1903, by George Schlegel, New York, N. Y. Through mesne transfers acquired by Harry E. Landfield Cigar Co., Chicago, Ill., and re-transferred by E. H. Johnson, receiver of the estate of Harry E. Landfield Cigar Co., to Henry G. Taussig, Chicago, Ill., January 22, 1930.

JOHN T. REES:—40,691 (T. M. A.). For cigars, cigarettes, cheroots, snuff, smoking and chewing tobacco. Registered June 13, 1918, by El-Rees-So Cigar Co., Greensboro, N. C. transferred to John T. Rees, Greensboro, N. C., February 11, 1930.

CULLMAN BROTHERS TO OPEN IN WISCONSIN

According to Al Schrode, representative of Cullman Brothers, leaf tobacco dealers, of New York City, they will open a sorting plant in Wisconsin, which will employ fifty hands, if the necessary floor space can be obtained.

The city council was called in special session to approve a petition from the Stoughton Woodwork Company, asking permission to rent a portion of their building in the Moline plant to Cullman Brothers, and it is anticipated the request will be granted.

TOBACCO AND COFFEE TURNOVER

(Continued from Page 3)

ANALYSIS OF OPERATIONS OF WHOLESALE GROCER.

Departments.	*Percentage of Sales.*	*Percentage of Expense to Sales.*	*Annual Rate of Turnover*
Cigarettes	13.46%	05.32%	44.3 ti.
Sugar, canned milk	13.03%	07.34%	25.0 "
Canned vegetables	8.60%	11.47%	5.5 "
Lard and lard sub.	7.79%	06.01%	13.6 "
Candy and confections	7.24%	10.96%	15.3 "
Miscellaneous edibles	5.72%	10.35%	11.3 "
Tobaccos	5.04%	08.60%	14.9 "
Beans, rice, peas	4.91%	08.18%	16.9 "
Soaps and cleaners	4.15%	08.83%	14.8 "
Drop shipments—Tobaccos	3.85%	02.11%	36.2 "
Flour and feeds	3.77%	12.31%	31.0 "
Coffee	3.67%	08.07%	36.0 "
Canned fruits	2.97%	14.47%	4.0 "
Wooden, galv. hardware, pa.	2.32%	16.95%	12.5 "
Condiments, pickles, vinegar	2.24%	13.69%	6.2 "
Produce	2.18%	08.95%	26.7 "
Syrups, jams, jellies, preserves	2.11%	12.35%	9.6 "
Farinaceous goods	1.95%	13.11%	12.9 "
Canned meats and fish	1.42%	15.92%	4.6 "
Dried fruits	1.37%	11.36%	5.7 "
Drugs and polishes	1.10%	14.85%	4.8 "
Notions and stationery	.63%	25.65%	3.4 "
Extracts, spices, seeds	.48%	18.84%	5.3 "
Total	100.00%	9.46%	11.6 ti.

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MARCH 15, 1930

VOLUME 50 No. 6

THE TOBACCO WORLD

BLACKSTONE CIGARS GO ON THE AIR *EVERY TUESDAY*

8 P. M., Eastern Standard Time

7 P. M., Central Standard Time

OVER THE COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J

BLACKSTONE CIGARS

Baltimore	WCAO	Waterloo	WMT	Syracuse	WFBL
Boston	WNAC	Omaha	KOIL	Washington	WMAL
Buffalo	WKBW	Council Bluff		Rochester	WHEC
Kansas City	KMBC	Philadelphia	WCAU	Harrisburg	WHP
New York City	WABC	Pittsburgh	WJAS	Minneapolis	WRHM
Oil City	WLBW	Providence	WEAN	Detroit	WGHP

Also through WCCO, Minneapolis, every Friday at 6:30 P. M.

MURIEL CIGAR

2 for 25¢ Size

Cellophane wrapped

NOW 10¢

After all nothing satisfies like a good cigar

Candy - Sardines and Cigars

Articles are enhanced when seen in their proper, natural surroundings.

Tiffany gems don't come in Woolworth boxes.

Fine liqueurs taste better when poured from their original flagons.

Candy belongs in pasteboard boxes.

Sardines come in tins, and

Cigars are at their best when packed in Wooden Boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 6

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year | PHILADELPHIA, MARCH 15, 1930 | Foreign $3.50

AUTOKRAFT BOX CORPORATION PLANS BIG PLANT FOR KANSAS CITY

ACCORDING to newspaper reports the recently organized Autokraft Box Corporation, with headquarters in Lima, O., and branches in a number of large cigar manufacturing centers, plans to open a cigar box plant in Kansas City, Mo., to care for the requirements of the big factory of the American Cigar Company which is expected to begin operations in the near future.

The report states that the Autokraft Box Corporation has acquired a property at Independent Road and White Avenue, in Kansas City, Mo., where they will have a capacity of 60,000 finished cigar boxes a day. The American Cigar Company plant expects to have a production of 2,000,000 cigars a day which when this peak is reached will require 40,000 one-twentieth wooden cigar boxes.

This news is evidence of the progressive spirit of the new corporation and in line with the policy outlined in the publicity given to the trade journals when the merger was announced early in January.

Barney Blaney, who has been in charge of the Hopkinsville, Ky., branch of Autokraft, will be in charge of the Kansas City plant.

It is understood that the Kansas City Chamber of Commerce has played an important part in inducing the Autokraft Box Corporation to open a cigar box plant in that city. Depending on production requirements it is expected that the new factory will employ between 50 and 100 persons. It is said to represent an investment of about $100,000.

SENATE REFUSES RECONSIDERATION OF WRAPPER TARIFF BY 43 TO 27 VOTE

Washington, D. C., Mar. 14. (By Telegraph.) The Senate today confirmed its action of several days ago, providing for the retention of the present rates on wrapper tobacco in the pending Tariff Bill, by rejecting by a vote of 43 to 27 a proposal by Senator Bingham of Connecticut to reconsider the previous vote.

A plea was made by Senator George of Georgia for the rates provided by the House on the ground that this was an agricultural product, pure and simple. Analysis of the vote, however, showed that practically all the members of the so-called "Farm Bloc" voted against the proposal.

C. L. Linz.

(The House provided a rate of $2.50 per pound for unstemmed and $3.15 for stemmed wrappers. Present wrapper rates are $2.10 unstemmed, and $2.75 stemmed.)

CELLOPHANE WRAPPING AND BANDING MACHINES OFFERED BY UNIVERSAL

IN RESPONSE to the widespread demand of the cigar manufacturing industry for efficient equipment to wrap cigars with cellophane and to band them as well, the Universal Tobacco Machine Company now announces that they will have such machines for demonstration in their Newark, N. J., factory in the near future.

The Universal Tobacco Machine Company is one of the pioneer manufacturers of automatic and semi-automatic machines for use in the cigar manufacturing industry.

For more than a decade they have been persistent advertisers to the trade and throughout that time they have always been among the first to offer to the cigar manufacturers of the country the newest ideas in mechanical equipment to facilitate cigar production.

With the advent of cellophane as a wrapping for cigars it was only natural that some of the leading cigar manufacturers of the country should look to the Universal Tobacco Machine Company to provide efficient mechanical means for wrapping cigars with cellophane, and banding them as well.

Universal has answered the demands of the cigar manufacturers for such automatic and semi-automatic machinery by announcing to the trade three types of machines for wrapping cigars with cellophane, and banding them.

One model is a combination machine for cellophane wrapping and banding cigars. It is equipped with automatic feed and is priced at $5500.

The banding machine only with automatic feed will sell for $2000.

The cellophane wrapping machine only equipped with automatic feed will be offered at $4000.

These machines as delivered will be time speeded to seventy cigars a minute or 4200 per hour. They have a maximum capacity of eighty cigars to the minute or 4800 per hour.

As stated in the opening paragraph these machines will be ready for demonstration in the Newark, N. J., factory of the Universal Tobacco Machine Company in the near future.

Further information regarding these new machines may be obtained by addressing Universal Tobacco Machine Company, 40 East Thirty-fourth Street, New York City.

GUTIERREZ MOVES FACTORY

A. Gutierrez, manufacturer of the "Lo Mas" cigar, has moved his office from New York City and is now located at 106 Market Street, Passaic, N. J.

PHILADELPHIA.

MISS MASTBAUM TO WED HARRY GRABOSKY

THE ENGAGEMENT of Miss Elizabeth Ray Mastbaum, youngest daughter of the late Jules Mastbaum, theatre magnate, and Mrs. Etta Mastbaum, of 1616 West Rittenhouse Square, to Harry Grabosky, a partner in the banking firm of Hano, Wasserman & Company, of this city, was announced this week by Mrs. Mastbaum.

Mr. Grabosky is the son of Samuel Grabosky, president of the G. H. P. Cigar Company. He is a graduate of the Central High School and the Wharton School of the University of Pennsylvania, and he recently purchased a seat on the New York Stock Exchange and represents the Philadelphia firm, of which he was made a partner early this year.

Miss Mastbaum has made many trips abroad and studied there under private tutors. She also takes a deep interest in art.

BANKRUPTCY PETITIONS

An involuntary petition in bankruptcy was filed last week for Herman Kauffman and Jack Kallick, trading as Lane Cigar Store Company, Lansdowne, Pa. Creditors listed were George Zifferblatt & Company, $39; M. Schoenfeld, $186; A. B. Cunningham & Company, $90; Otto Eisenlohr & Brothers, $62; Yahn & McDonnell, $100, and the General Cigar Company, $68.

An involuntary petition in bankruptcy was filed during the week of March 1st, for Samuel Kalnitsky, trading as Sam's Cigar Store, Chester, Pa. Creditors listed were Otto Eisenlohr & Brothers, Incorporated, $184; Bayuk Brothers, Incorporated, $314, and Yahn & McDonnell, Incorporated, $185.

CONGRESS CIGAR PAYS EXTRA

Directors of the Congress Cigar Company have declared the regular quarterly dividend of $1.25 a share and an extra dividend of 25 cents a share. Both dividends are payable March 31 to stockholders of record March 14.

FINKELMAN SALE 17th AND 18th

Sale of the stock and fixtures, at public auction, Finkelman Brothers, Fifth and Market Streets, who recently filed a petition in bankruptcy, will take place on the premises on Monday and Tuesday, March 17th and 18th.

CULLMAN OUTLINES EISENLOHR POLICY

IN connection with the annual report of Webster Eisenlohr, Incorporated, recently made public, Joseph F. Cullman, Jr., president of the company, forwarded the following letter to the stockholders:

"Since the untimely death of Mr. A. Schneider in October, 1929, new interests have become associated with your company and new management has taken charge of its affairs. The balance sheet as presented herewith represents insofar as possible both sound and conservative values as to the equities of your company.

"The references in the balance sheet to Santaella stock and the unpaid installments on subscriptions to common stock of this company have to do with certain matters in dispute arising under contracts entered into by the previous management.

"In regard to the Santaella stock our counsel advise us that if we have not a good title to the stock we can compel the transferors to repay to the company in cash the amount for which this stock was purchased and at which it appears on the balance sheet.

"In regard to the unpaid liability on stock subscriptions our counsel advise us that the company may at its option either cancel these subscriptions and retain the amount which has been paid on account, or compel the subscribers to pay the full unpaid balance of their subscriptions.

"These matters are under negotiation but owing to the short time during which the present management has been functioning they have not as yet been fully determined or adjusted.

"Every possible effort is being made not only to increase the efficiency of manufacturing without in any way jeopardizing the quality and the workmanship of the product, but also simultaneously to increase sales through intensified efforts by constructive building for the future. It is our intention to apply for the time being excess earnings beyond the preferred stock dividend requirements to strengthen the position of your company. By this policy, it is our conviction that eventually the brands of your company—'Cinco,' 'Henrietta,' 'Webster,' 'Tom Moore,' 'Mi Favorita' and 'Marie Antoinette'—will enjoy a pre-eminent position in their respective classes in the cigar world."

The annual report for the year 1929 shows a net operating profit of $755,298, but deductions of $585,166 by reason of various charges bring the net income for the year down to $170,132.

Continued on Page 15.

The MODEL T UNIVERSAL
(Blending Type)
Long-Filler Bunch Machine
For High-Grade Work

Has been improved with three important features that:

Assure uniform, high-quality bunches equal to hand work in every respect.

Save stock, labor and production costs.

Cause smoother running with lower upkeep costs.

Assure perfect lubrication, resulting in less wear and longer life.

The Improved Long-Filler Bunch Machine

THE Model T Universal is now built with exclusive stock and labor-saving features which make it a most profitable investment for makers of high-grade long-filler cigars. It is made with (or without) Suction Binder Table and with (or without) an individual, direct-connected motor-driven Suction Fan. This new suction feature holds the binder tightly against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. A saving in binders is also effected because smaller binders can be used.

The Model T (Blending) Long-Filler Bunch Machine is built with the latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

Labor, Stock and Money-Saving Features

A—The Suction Binder Table assures smoother and more perfectly rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of Friction Clutch, which makes the machine run more smoothly and reduces its upkeep cost; also an Emergency Stop, which permits the instantaneous stopping of the machine at any point in its operation.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on the machine in any proportions desired.

G—Any size or shape of bunch and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machine.

K—Quickly and accurately adjusted to different sizes and conditions of filler.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

The price of the Model T Universal equipped with Two Folding Chairs, Individual-Drive Equipment and ¼ H.P. Motor is . . . . . **$2000** Prices F. O. B. Newark, N. J., U. S. A.

With Suction Binder Table $50. extra (when ordered with machine). With individual, direct-connected, motor-driven Suction Fan $75 extra

Convenient Time Payment Terms in U. S. and Canada
Write for price folder and complete Model T information

UNIVERSAL TOBACCO MACHINE CO.
40 East 34th Street, New York

LANCASTER GROWERS MAY PACK OWN LEAF

AT A RECENT meeting of the Lancaster County Tobacco Growers Association, recommendations of the Advisory Committee that the growers should get ready now to pack and market their 1929 tobacco crop in order to be prepared for such action if prices are not satisfactory were unanimously adopted.

P. W. Baker, of Landisville, declared that the crop was "not as poor as the big fellows try to make out," and stated that "they want this crop, but what's the use of waiting? A number of farmers should make arrangements now to pack their crops and have the leaf free and ready for market.

"If you do this it is still your tobacco, and if it enhances in value you will share in the increased return. You will find it the easiest thing in the world to go to your bank and, using the cased tobacco as collateral, get all the money you need for April 1st requirements."

The complete report of the Advisory Committee was as follows:

First: Watch carefully your baled tobacco. Turn the bales and rebale it if signs of damage or fermentation are present.

Second: Your tobacco is safer upstairs than down. If in the cellar, open windows immediately after stripping is finished.

Third: First impressions on a buyer are important. Keep read up, your bales clean and tidy, covering them, if necessary.

Fourth: If prices are unsatisfactory, make arrangements to pack. We suggest half a dozen or more farmers packing together. Banks would advance money on such a pool. Pack in new cases, and be sure you get a good warehouse job.

Fifth: Don't insist on a top price for a common crop. There are indications of getting back to the old method of buying tobacco on its merits, which is proper. Good handling and quality should be reflected in the price.

Sixth: When 1929 tobacco is stripped, our concern should be with plans for the next crop. Be sure of your seed; test germination. If unsatisfied with variety, get new seed now. Plan to put next crop in sod ground, if possible.

Seventh: Should cooperation ever come in Lancaster County, it is important that we first have a stronger tobacco growers association. We, therefore, urge increasing the membership of our present organization, and recommend a united effort now to reach this end.

Twenty-three new members were enrolled in the association at the meeting.

KENTUCKY PASSES CHAIN STORE TAX BILL

The Kentucky State Senate last week passed a tax measure which is expected to provide an increased revenue for the State of $1,500,000 annually.

The bill has been previously passed by the House of Representatives and provides a levy of one-twentieth of 1 per cent. on gross sales under $400,000 and is graduated upward until stores with gross sales of $1,000,000 and over will pay a tax of 1 per cent.

The bill is in line with suggestions made by Governor F. D. Sampson that chain stores be curbed and forced to "bear their burden of taxation," and it is expected it will have the Governor's approval.

MANNIE FREEMAN JOINS P. R. AMERICAN

IT was announced last week by the Porto Rican-American Tobacco Company that E. M. ("Mannie") Freeman had been added to the sales force of the company. "Mannie" is well-known throughout the trade, having been connected with his father in the firm of Sidney J. Freeman & Sons, Incorporated, 73 Warren Street, New York, United States agents and importers of Manila cigars.

"Mannie" is also well-known through his untiring efforts in behalf of the Father's Day movement sponsored by the Tobacco Salesmen's Association.

He will cover New York and Pennsylvania in his new connection for the Porto Rican-American Tobacco Company.

R. M. C. GLENN DEAD

R. M. C. Glenn, former vice-president of the American Cigar Company, who retired from active business several months ago on account of illness, died at his home in Montclair, New Jersey, on February 21st.

Mr. Glenn started his business career in the leaf tobacco industry in Virginia and became associated with the American Cigar Company as leaf buyer in 1902.

In 1908 Mr. Glenn was placed in charge of the sales department of the Seidenberg branch of the American, and in 1913 he was made a vice-president of the company, and he held that position until his retirement last year.

Funeral services were held at St. Luke's Episcopal Church in Montclair on February 23d. He was sixty-six years old.

He is survived by his widow and six children.

EMIL JUDELL A VISITOR

Emil Judell, formerly with the Pacific coast distributing firm of Glaser Brothers-Judell & Company, and who recently joined the forces of Webster-Eisenlohr, Incorporated, was a visitor here at Philadelphia headquarters last week, conferring with John P. Sweeney, sales manager, of Otto Eisenlohr & Brothers, Incorporated.

The new packing of the "Cinco," cellophane wrapped and packed in boxes of one hundred is being agreeably received by the retailer and the smoker.

MRS. MORRIS SCHWARZKOPF PASSES

The many friends of Morris Schwarzkopf, widely known in the cigar industry through his connection as a member of the old cigar box manufacturing firm of Schwarzkopf & Rückert, New York City, will regret to learn of the death of his wife, Mrs. Bella Schwarzkopf (nee Bernhard) on March 10th, in the Flower Hospital, following an operation for appendicitis. Mrs. Schwarzkopf was in her sixty-ninth year. She is survived by her husband, a daughter, Mrs. Clara Benjamin, of Hazelton, Pa., and one son, Irving Schwarzkopf, of New York City.

Services were held at the Schwarzkopf residence, 251 West 92d Street, New York City, at 11.00 A. M., on Wednesday, March 12th.

You're going somewhere
when you go with

Camels

The road to pleasure is thronged with smokers who have discovered the superior fragrance and mellow mildness of this better cigarette.

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A LAST MINUTE fight on the wrapper tobacco duty is expected to feature the Tariff Bill, now in the last stages of its consideration by the Senate. This is one of the items which has been reserved for separate vote as the Senate goes over the bill for the last time.

The House of Representatives provided a rate of $2.50 per pound for unstemmed and $3.15 for stemmed wrapper. The Senate Finance Committee offered an amendment leaving the wrapper rates as at present, $2.10 per pound unstemmed and $2.75 stemmed, but provided a new subdivision for filler tobacco mixed with more than 5 per cent. but not more than 35 per cent. of wrapper, with rates of 87.5 cents per pound unstemmed and $1.175 stemmed. In going over the bill, the Senate, as in Committee of the Whole, not only rejected the Finance Committee's amendment but the House rates as well, and left the tobacco paragraph as in the present law.

It is expected that a stronger effort will be made to secure an increase in these rates, some of the "farm relief" Senators holding out for higher duties. This paragraph is expected to be reached within a week.

Repeal of the present law restricting the importation of Cuban cigars, inserted in the Tariff Bill by the House of Representatives, has been rejected by the Senate, and there is considerable conjecture as to whether a demand will be made before the bill leaves the Senate for further consideration of this item.

If the Senate takes no further action, it will be up to the conferees to decide whether the way is to be opened for the free entry of Cuban cigars. The motion to strike out the repeal was offered by Senator Fletcher, of Florida, who urged that to open the doors to the Cuban product would drive a number of important American manufacturers of Havana cigars out of business, and would benefit only the mail order houses and the Cuban tobacco manufacturers. The law has been on the statute books for nearly seventy years, he pointed out, and it is only recently that any demand has been made for its repeal. A perfunctory defense of the repeal was offered by Senator Smoot, of Utah, who pointed out that while phrased in general language, the statute applies only to Cuba almost exclusively, and has been a bar to parcel post agreements with that country.

The Senate also took cigarette books, covers and papers, except cork paper, from the dutiable list and then refused to put them on the free list, acting on an amendment offered by Senator Simmons, of North Carolina. Following this action, Senator Simmons indicated that he would ask for a separate vote before the bill is finally passed. Senator Simmons' amendment was accepted without vote after he had explained that the paper is not made in this country and imposes a burden of something like $3,000,000 a year on the cigarette industry, while there is no industry here which is protected by the duty. He then moved to put cigarette paper on the free list, and the Senate, reversing itself, refused to do so. The result was that cigarette paper, temporarily, was out of the Tariff Bill entirely, but failure of the Senate to put it on the free list on a final vote will restore the dutiable status.

Senate May Soon Take Up Other Bills

Disposition of the tariff bill by the Senate will shortly make possible the consideration of other legislation which has been piling up since the beginning of the session, and the next four months will see the upper House of Congress busily engaged in enactment of the various appropriation bills and other measures which have already passed the House of Representatives, as well as discussion of measures originating in the Senate.

This period will be interrupted only by the return of the tariff bill by the conferees, probably in six weeks or two months, for action on the changes which that group will make in order to reconcile the differences between the two Houses. In view of the raids made on the House measure by the democratic-progressive coalition, the conference committee will have to practically rewrite the bill, and it is freely predicted that efforts of the House conferees to "compromise" by adoption of high rates will be bitterly fought in the Senate, where the successful coalition has no intention of relinquishing the power it has gained.

Meanwhile, while the conferees attempt to determine rates which will meet the desires of both branches, the Senate will take up the money bills, which must be passed by June 30, since the appropriations they carry become available July 1. In addition, there is much other legislation pending which will receive consideration, if not action. One of the first matters to be discussed will be that of unemployment, on which a number of members of both Houses have expressed themselves at length and have practically convinced their colleagues that some definite action should be taken to remedy the situation.

It is not anticipated that much legislation of any great importance to industry will be enacted this session. With a Congressional election coming in November, Congress will undoubtedly seek to get away from Washington early in July so that members who are up for re-election may undertake their campaign. In many sections of the country, these campaigns will take the form of efforts to "justify" the position of candidates

(Continued on Page 14)

"NATURE NEVER HINTS in vain"
[John Greenleaf Whittier, 1807—1892]

"Coming events cast their shadows before"

AVOID THAT FUTURE SHADOW*

By refraining from over-indulgence, if you would maintain the modern figure of fashion

Women who prize the modern figure with its subtle, seductive curves—you men who would keep that trim, proper form, eat healthfully but not immoderately. Banish excessiveness — eliminate abuses. Be moderate — be moderate in all things, even in smoking. When tempted to excess, when your eyes are bigger than your stomach, reach for a Lucky instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence if you would maintain the lithe, youthful, modern figure.

Lucky Strike, the finest Cigarette a man ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

"It's toasted"

Your Throat Protection—against irritation—against cough.

*Be Moderate! . . . Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tablets or other quack "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking Lucky Strike Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N.B.C.

© 1930, The American Tobacco Co., Mfrs.

Two years ago, Sir Walter Raleigh was hidden under a bushel basket somewhere down south. Today it's popular in every nook and corner of the country, because it's a *milder* mixture of the very finest quality tobaccos. It moves so fast, it just won't "stay put" on the counter. It's a steady, profitable seller for a lot of merchants—especially for those who display it.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

LEE & CADY TO DISTRIBUTE "WEBSTER"

IT WAS announced last week that the distributing branch of the Webster Cigar Company, in Detroit, Mich., will be discontinued on March 15th and after that time the distribution of the "Webster" brand in that territory will be taken over by the well-known wholesale house of Lee & Cady.

Mr. Palmer, former manager of the "Webster" branch, will join the Lee & Cady forces as factory representative.

Joseph Cullman, Jr., president of Webster Eisenlohr, and John J. Rogers, vice-president, were recent visitors in Detroit conferring with Lee & Cady officials in connection with the change in distribution arrangements.

A new size, known as the Golden Wedding Panatela has just been added to the Webster line, and is reported to be off to a nice start. The new size is cellophane wrapped and packed in boxes of fifty.

TAMPA PRODUCTION SHOWS INCREASE

Tampa cigar factories during the month of January produced a total of 31,935,421 cigars, an increase of 905,451 more than was produced there in the same month of 1929, and 6,223,951 more than for the month of January, 1930.

Production by classes was as follows: Class A, 13,656,070; Class B, 402,070; Class C, 12,802,200; Class D, 4,971,100, and Class E, 103,981.

AMERICAN CIGAR COMPANY ISSUES REPORT

AMERICAN CIGAR COMPANY reports for the year ending December 31, 1929, consolidated net income of $1,899,957 after depreciation, Federal taxes, etc., equal after preferred dividends to $7.84 a share on the 200,000 common shares ($100 par) outstanding. This compares with $2,767,078 or $12.11 a share on the same common basis in the preceding year.

The consolidated income account of American Cigar Company for the 1929 year compares:

	1929	*1928*
Net income*	$1,899,957	$2,767,078
Preferred dividends	330,000	344,952
Common dividends	1,600,000	1,600,000
Deficit	$30,043	†$822,126
Previous surplus	3,917,973	3,160,826
Total surplus	$3,887,930	$3,982,952
Adjust.-cr.	164,980	64,979
P. and l. surplus	$4,052,910	$3,917,973

The consolidated balance sheet of American Cigar Company (consolidated with companies), all of whose stock is owned by this company as of December 31 compares:

Real estate, machinery, etc.‡	$4,981,911	$3,048,570
Trade marks, goodwill, etc.	1	1
Leaf tobacco	16,234,074	10,209,511
Bonds and stocks	6,627,637	6,590,822
Cash	652,237	821,494
Call loans	8,000	6,200,000
Due from companies§	17,800	564,386
Bills and accts. receivable	6,851,167	3,800,400
Prepaid insurance, etc.	125,047	69,764
Total	$36,289,575	$31,304,949
Liabilities:		
Preferred stock	$10,000,000	$5,000,000
Common stock	20,000,000	20,000,000
Prov. for pref. dividend	105,000	75,000
Bills and accounts payable	1,788,101	1,738,551
Taxable reserves	256,023	426,150
Reserved depreciation, etc.	87,541	147,274
Surplus	4,052,910	3,917,973
Total	$36,289,575	$31,304,949

*After depreciation, charges, expenses, Federal taxes, etc.
†Income.
‡Less reserve for depreciation.
§Amount owing to this company by companies in which it directly or indirectly owns part of the stock.

SWISHER ENTERS JOBBING FIELD

John H. Swisher & Sons, Incorporated, Jacksonville, Fla., manufacturers of "King Edward" cigars, have organized a wholesale division of their company and taken over the Jacksonville and Orlando branch distributing houses of Carmichael Brothers, distributors of "La Palina," "Portina," "Blackstone" and "El Producto" in that territory.

The Swisher firm will continue the distribution of these brands in that section, but have announced that they do not intend to branch out beyond the State of Florida, and that present distributors of "King Edward" cigars throughout the country will continue to distribute that brand.

A COOLER SMOKE IN A DRIER PIPE

Granger
Rough Cut

An 1870 method—
for 1930 goodness!

It's surprising how much cooler, cleaner, and sweeter a pipe becomes, with Granger inside.

Cooler and cleaner, because of the slower-burning Rough Cut, and sweeter—*there's* the feature—because of an old-time tobacco-man's secret. "Wellman's Method" (used only in Granger) certainly works wonders in mellowing tobacco!

But—just try Granger in your favorite pipe, and let it speak for itself!

LIGGETT & MYERS TOBACCO CO.

LUCKY STRIKE TO CONTINUE FAST RHYTHM

COUNTRY-WIDE popular preference for fast and lively rhythms in dance music was overwhelmingly indicated in an interesting experiment which the Lucky Strike Orchestra, directed by B. A. Rolfe, has just completed.

The sponsors of this orchestra, which has established a reputation for playing dance music in crisp, animated tempos over the air, decided recently to investigate popular American taste in dancing time. It was thought especially desirable to gauge public opinion because of the occasional rise in favor of dance orchestras which affected slow playing time.

Accordingly, representatives of the American Tobacco Company in the various sections of the country were instructed to take particular notice of the prevailing local fancy in dance rhythm. Considerable correspondence on the subject was carried on with musicians, broadcasters and professional dancers, and surveys were made of the leading night clubs. Although the consensus, when tabulated, showed a good majority in favor of the fast tempo, it was felt that the experiment might be carried further. Without making any reference to it, therefore, the next broadcast was deliberately slowed down in tempo, and during the succeeding broadcast over a nation-wide radio network, Mr. Rolfe invited his audience's particular attention to the playing time. A flood of letters from cities and towns in practically every State in the Union, and from Canada, was the immediate result.

With but two isolated dissenting opinions, one from Ontario, Canada, and another from Chicago, the listeners replied in terms that could leave no room for doubt. A large proportion of the writers said that they had been following the Lucky Strike programs since their inception more than a year ago and they "hoped," "requested," and in some cases "demanded," that the fast-stepping rhythm to which they had become accustomed be continued.

The mails brought comments in such number and variety that they must be considered representative of the country's opinion. They ranged from that of an old couple aged sixty-four and fifty-four, respectively, who "cannot tolerate slow dance music, even for listening," to a thirteen-year-old boy who begged Mr. Rolfe to "keep on playing as fast as always." One letter, touched with pathos, was from a young veteran crippled in the World War, which read in part, "My dancing days are over, but if this letter can help to influence you I should like to ask you not to change the lively spirit of an entertainment that I look forward to every Saturday night."

Women by far outnumbered the men in voicing their opinions, which would seem to bear out those who hold that women are quicker to champion a "cause" or a preference, though not a few men rose to the occasion with very definite opinions.

Many interesting letters were received in the name of dance clubs and fraternal organizations which had made it a Saturday night custom to hold informal dance "socials" to radio music. Not a few interesting letters came from sparsely populated areas. These invariably pointed out that a variety of entertainment was not readily available to them, consequently radio had come to assume a position of paramount importance in their daily lives. One such letter volunteered the information that "In South Dakota and in the Middle West it is customary to dance fast. . . . I hope you won't change your style and tempo, because we feel that the fast and peppy rhythms are more representative of the spirit of today and of this country."

IVORY TIPS FOR MARLBORO CIGARETTES

HERE'S A TIP that doesn't come from a financial district tipster.

The factory that makes "Marlboro" cigarettes, down in Virginia, has been working on a brand-new process, with new machinery, and guarding a secret at the same time, for months.

Last week it came out—cigarettes with ivory tips.

You can still get them plain, of course, but the dernier cri is the new half-inch band that feels to the lips like—oh, like somebody has brought you a ritzy new ivory cigarette holder from the Orient. Or like the only kind of a tip that elephants—always known as very fastidious—have ever been willing to put between their lips.

It took the great modern cigarette industry a long, long time to adapt this excellent hint from natural pachyderm history, but at last the ivory-tip cigarette is here and it is exclusive with "Marlboros," with no increase in price.

Incidentally, an interesting sidelight on modern commercial methods is to be found in the very extensive preliminary work done by the Philip Morris Company, makers of "Marlboros," before the new idea was adopted.

Despite the fact that the company, the factories, and the advertising agency were enthusiastic over the possibilities of the new tip—and despite the fact that the ultimate consumer would still have an opportunity to purchase the plain "Marlboros" as heretofore—individual cigarettes with the first of the ivory tips were nevertheless guardedly tried out on great numbers of people. At bridge tables, in schools, in homes, in Pullman smoking compartments, and wherever an experiment could be made upon an unsuspecting smoker for the deliberate purpose of noting his or her reaction.

One man who thus discovered the ivory tip far in advance of the public insisted vigorously upon having a few cartons made up in advance for his own personal use.

One of the ladies who met them incognito at a bridge table insisted, but later fell down on the promise, that she was going to swear off smoking altogether until she could get more of the same.

While few others went to these extremes, the cross-section of the responses was so favorable that the people on whom the new tip was tried in advance literally made up the company's mind and eliminated any necessity for guesswork.

CIGARS DECLINE IN CZECHOSLOVAKIA

Figures issued by the authorities of the Czechoslovak Tobacco Monopoly show that in 1929 the gross receipts of the Monopoly from sales of tobacco (after deduction of commission) amounted to 2,116.6 million crowns, as compared with 2,022.2 million in 1928, or an increase of over 94 million crowns.

Figures relating to net receipts will not be available until the end of March. The main feature of the sales of the various categories is a further advance in the popularity of the cigarette and a decline in that of the cigar. Cigarettes were sold in 1929 to the number of 11,923,000,000, an increase of 385 millions over the figure for 1928.

On the other hand, the number of cigars sold declined from 339,000,000 to 334,000,000. There was also a decline in the consumption of snuff, but none the less, a quantity of 91,400 kilograms was sold.

MR. PHULOFAX STATES SOME FACTS

ALTHOUGH there's been a lot of long-winded talk about cooperation between manufacturer and retailer, and a lot of it hasn't meant much, that's not the fault of the system that goes by the name of cooperation, according to Phil M. Phulofax, D.B.I., business philosopher and specialist in cigar retailing, whose sales messages to retailers are appearing in the advertising pages of this magazine under the sponsorship of Bayuk Cigars, Incorporated.

"When cooperation ends in a lot of talk about what the dealer knows is so much hooey, it's because the concern back of the idea doesn't do its thinking from the retailer's point of view," Mr. Phulofax said to our reporter. "Naturally, if you don't know what the other fellow's needs and difficulties are, you can't help him; and if you don't give him any real help, no matter how much you talk, he's not going to be particularly interested in helping you.

"Don't get the idea that I think there's anything philanthropic about the part the manufacturer ought to play. Take the sales messages I'm writing to pass on to the dealer sure-fire ways of building up his own business. A lot of jobbers and retailers seem to think there's something almost revolutionary about that sort of advertising in the cigar business. Well, if there is, there oughtn't to be, for the only way a manufacturer can increase his sales is to help the retailer sell more of the product to his customers, and at the same time bring new customers into the store."

Mr. Phulofax is a hearty and downright person. He hasn't any use for bluff and a batch of vague generalities. In spilling to the trade up-to-the-minute sales-getting and profit-making ideas he's interested in reaching cigar retailers whose ambition is to make more money in the business they've chosen. He knows men like that have no time for words that may sound fine, but that won't contribute towards paying the overhead and returning a bigger profit.

"MURIEL" DEMAND CAUSES NIGHT SHIFT

When the P. Lorillard Company recently reduced the price of their "Muriel" perfecto from two for a quarter to ten cents each they expected there would be an immediate increase in the sales of this popular cigar, but they were entirely unprepared for the tremendous response which the smokers of the country gave to the reduction.

Orders for this quality brand were so great that it has necessitated the establishing of a night shift in the factory in order to supply the immediate demand.

MANILA ASSOCIATION FORMED

An association was recently formed in Manila to promote the sale of higher-grade cigars in the United States. Shipments of cigars to the United States in January amounted to 10,400,000 cigars, as compared with 13,878,000 in the first month of last year.

The January tobacco market was quiet for both local and export grades. The latter consisted chiefly of stripped filler tobacco, scraps and cigar cuttings totaling 254 metric tons, of which 181 tons were shipped to the United States.

DRUG, INC., TO ACQUIRE HOUSEHOLD PRODUCT

Stockholders of Household Products, Incorporated, on Tuesday, accepted the plan for acquisition of their company by Drug, Incorporated, through exchange of stock.

BOOSTERS' CLUB COOPERATES WITH CIGAR MANUFACTURERS

IN LINE with the established policy of the Wooden Cigar Box Boosters' Club to assist wherever possible in increasing the sale and consumption of cigars, the Boosters' Club members have been using, for some time, stickers on their envelopes, letterheads, packages, checks, etc., bearing the slogan, "Be a Man—Smoke Cigars."

Now, the Boosters' Club has gone a step farther, and Eugene M. Henofer, president and treasurer of the club, of Atlantic City, N. J., has forwarded the following letter to a selected list of cigar manufacturers throughout the country asking their opinion on the use of this slogan in their advertising copy:

"The Wooden Cigar Box Boosters' Club in maintaining propaganda for the use of wooden boxes for cigar containers is naturally also interested in any movement that might tend to not only increase the smoking of cigars among present users, but to create new cigar smokers as well.

"At the present time members of the wooden cigar box industry are using three different styles of stickers with the slogan, "Be a Man—Smoke Cigars." They are being used on letterheads, to seal envelopes, on invoices, checks, and on parcel post packages as well as on freight and express shipments.

"Would it help the cigar industry increase its sales if the manufacturers in their advertising came out boldly in their advocacy of cigar smoking? Suppose they ran at the bottom of their advertisements, and had printed on their stationery something like the following:

"Cigars for Men—Cigarettes for Ladies
"Be a Man—Smoke Cigars.

"Attached are samples of the seals we are using at present time. . . . We would be glad to advise you where you can purchase these seals direct.

"At the same time we would be happy to have your reaction to our suggestion relative to your advertising."

Many letters have been received commending the Boosters' Club on the work they are doing along these lines.

CUBAN PARCEL POST PROVISION KILLED

A special bulletin from the Tobacco Merchants Association under date of March 4th states that the provision inserted in the Tariff Bill by the House, repealing the existing embargo on the importation of cigars in quantities of less than 3000 in a single shipment, commonly known as the Cuban Parcel Post provision, and which had been accepted by the Senate Finance Committee, has now been stricken from the bill by the Senate still acting as a Committee of the Whole.

However, as pointed out, the action referred to was taken by the Senate while still sitting as a Committee of the Whole, and while we do not anticipate any change, there is nevertheless a possibility that the clause may be reinserted after the Tariff Bill is finally reported to the Senate as such.

If the measure should finally be passed by the Senate, with this provision eliminated, it will, like all other changes in the bill made by the Senate, have to be passed upon by the conferees representing both houses.

TEXAS PASSES CHAIN STORE TAX

The Texas State House of Representatives on Monday passed a bill to place a tax of 1 per cent. on the gross receipts of chain stores within the State, by a vote of 76 to 25.

News from Congress

(Continued from page 8)

on farm relief and tariff, and, heartened by their success in hammering down the high rates provided by the House republicans, the democrats will make the campaign a strenuous one as they seek to follow up their advantage.

The Hoover administration has now been in office one year. In another year the present Congress will go out of existence. When the next Congress convenes —normally in December, 1931, but any time after March 4, 1931, at the call of the President—every seat in the House and one-third of the seats in the Senate will have been voted upon, and there will be many new members when the first roll is called.

The coming few months, therefore, are of vital importance from a political standpoint. The House, which has adhered closely to the desires of the administration, has disposed of most of its work and is practically marking time while it waits for the Senate to catch up. The Senate, on which the onus of the tariff delay has been laid, will become even more of a political arena than it has been, as administration republicans seek to restore harmony and the democrats continue their attempts to bait and embarrass the majority.

Chain Store Investigation to be Extended

Investigations of the Federal Trade Commission into chain and independent store prices are to be extended into one of the largest cities in the United States, it has been announced, following completion of studies in Cincinnati and Washington. The third city to be surveyed has not yet been selected but it is indicated that it will have a population in excess of 1,000,000.

The commission also plans to extend the scope of its inquiry, which so far has been limited to identified merchandise, so as to make studies of both bulk commodities and private brands, which frequently are not competitive as between chain and independent stores. The investigation is also to cover the operation of cooperative and voluntary chains, which have come into existence in the past few years as an effort of independent merchants to meet the competition of the regular chain stores.

The investigation is being made by the commission at the direction of the Senate with a view to ascertaining the comparative advantages of chain and other methods of distribution and will also deal comprehensively with the question of whether consolidations of stores have been effected in violation of the anti-trust laws and determine what legislation, if any, may be needed to regulate chain store distribution.

CONGRESSMAN BLOOM TO SUPPORT PRICE BILL

Following receipt of a letter which E. A. Kline, manufacturer of "Medalist" cigars, New York City, wrote to Congressman Bloom of that district, Mr. Klein received a letter from Congressman Bloom in which he stated: "I can assure you it will be a pleasure for me to do whatever I possibly can to assist in this matter. If you will kindly bear me in mind and write to me at the time this bill is brought before the House for action I shall be very pleased to give the matter my full consideration and attention."

A. T. CO. EARNS $30,231,348

REPORT of the net earnings of the American Tobacco Company just issued for the year 1929, after providing for all expenses and taxes, amounted to $30,231,348. This represents an increase of $5,165,048, or approximately 20 per cent., as compared with the net earnings in the preceding year. With the exception of 1923, net earnings of the company have gained steadily since 1920.

The 1929 statement of earnings includes only the dividends received from those companies in which the American Tobacco Company owns only part of the stock, but includes the total net profits for the year of companies whose stock is all owned by or held in trust for the company.

Net income applicable to surplus amounted for the year to $27,016,622, as compared with $21,852,451 for 1928. Total surplus as of December 31, 1929, amounted to $80,869,332.

After deducting preferred dividends and interest on bonds, the company paid on its two classes of common stock four quarterly dividends of $2, or 4 per cent. quarterly, and an extra dividend of $2, making $10 for the year, or 20 per cent. a share, totaling $21,091,536, as compared with $15,623,172 in 1928.

SENATE RETAINS DUTY ON WRAPPERS

Late last Wednesday night the wrapper duty question was again taken up by the Senate and without a record vote the previous action of the Senate, acting as a "Committee of the Whole," has been reaffirmed.

It will be recalled that the House passed an increase of 40 cents per pound on wrappers which was stricken out by the Senate Finance Committee and that when the question came up before the Senate as a "Committee of the Whole," the Finance Committee's recommendation restoring the old duty was passed by a vote of 49 to 26.

The Florida wrapper-growers have, however, continued vigorous activities with a view of reopening the question before the Senate proper, and Senator George of Georgia gave notice that he would move for the restoration of the increased duty passed by the House. Thus, the question was accordingly reopened at Wedday night's session with the result hereinabove indicated.

The matter may now be regarded as finally settled as far as the Senate is concerned. But this question, like all other questions in regard to which the Senate has disagreed with the House of Representatives, must come up to be determined upon by the joint conferees of both houses after the entire bill is finally passed in the Senate.

However, the cigar industry having presented such an overwhelmingly strong case for a lower duty on wrappers, there is every reason to hope that the $2.10 duty passed by the Senate, will be agreed to by the House conferees.

We shall, of course, promptly report any new developments in the situation.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

D. WEISS RESIGNS FROM AMERICAN

It was announced last week that D. Weiss, who has been connected with the American Cigar Company for a number of years as assistant to Vice-President Penn, in charge of the Manufacturing Department, has resigned from that firm. No announcement has been made as to his future plans.

BROGAN RETURNS FROM SOUTHERN TRIP

PAUL BROGAN, president of Yahn & McDonnell, and Harry Shetzline, vice-president, have returned from a trip to Tampa and Miami, where they visited the A. Santaella & Company factory and talked over 1930 plans for "Optimo."

Yahn & McDonnell are distributors of the "Optimo" brand in this territory and they give the Tampa factory plenty of trouble to keep them supplied with enough "Optimos," as this brand is certainly a big seller in Philadelphia territory and has been showing a steady increase in sales each month for many months.

ANDRUSS BACK FROM TRIP

Sales Manager Willis Andruss, of the Congress Cigar Company returned to his desk last week from an extended trip through the Middle West and South, where he visited the distributors of "La Palina" cigars.

Mr. Andruss was detained in St. Petersburg, Fla., for a time on account of the illness of his mother, who is eighty-eight years old, and who is wintering there. According to latest reports, Mr. Andruss's mother is recovering nicely.

BOYLE RESIGNS FROM RUMIDOR CORPORATION

It was learned last week that Frank J. Boyle, former sales manager of the Rumidor Corporation, resigned from that company effective March 1st, and president, Richard D. Zucker, of the company, has assumed personal charge of the firms sales office and will direct the sales of the company until further announcement.

Business with the Rumidor Corporation last year was very gratifying, and they will soon offer several new styles of their Rumidor humidor which are expected to immediately become very popular.

Mr. Boyle has made no announcement as to his future plans but it is anticipated that he will not sever his connections with the tobacco industry.

OUTLINES EISENLOHR POLICY

(Continued from Page 4)

Dividends paid during the year amounted to $138,600; $60,000 was appropriated for the retirement of preferred stock; $2437 was set aside as an income tax adjustment; $298,549 was set aside for liability on leases, and an inventory adjustment of $477,020 was made, making total charges of this nature for the year $976,607 and leaving a net operating deficit of $806,474. Deducting this from the surplus at the beginning of 1929 of $1,456,699, and adding $6680 discount on preferred stock purchased, the surplus as of December 31, 1929, is $656,904.

The balance sheet shows total assets of $18,278,857, and includes: Cash in bank, $1,280,465; accounts receivable, $1,145,810; inventory, $4,481,308; investment in A. Santaella & Company (forty per cent. interest) at cost, $3,139,247; land, buildings, equipment, etc. (less depreciation), $1,393,068.

Liabilities shown include: Notes due March 11, $3,400,000; accounts payable, $588,249; accrued Federal taxes, $19,779; leasehold obligations, $406,049; Preferred stock outstanding, 19,500 shares, and common stock outstanding, 394,725 shares. Unpaid balance due on subscriptions to common stock, $725,124.

"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

1928 CIGAR TOBACCOS ARE THE FINEST IN YEARS—LA PALINAS ARE NOW MADE OF 1928 CIGAR TOBACCOS—EXCLUSIVELY

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
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Headquarters, 341 Madison Ave., New York City

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WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

"PRICE JUGGLING A RACKET"

THE following bulletin has been received from the American Fair Trade Association, analyzing the several objections which have been raised by a trade association in reference to the Capper-Kelly Fair Trade Bill, which is now before Congress.

The price juggling bootleggers of trade-mark and advertising good will, whose racketing practices and swollen profits are made possible by conflicting court decisions and confusion in present law, are opposed to the Capper-Kelly Fair Trade Bill which would deprive them of use of popular branded merchandise as "bargain bait" to hoodwink the consumer.

Great, indeed, must be the selfish interest which prompts such temerity as is disclosed in a bulletin to the Association members criticising the House Committee and seven objections to the Capper-Kelly Bill as reported to the House. These objections are quoted verbatim and discussed categorically:

1. "It will lead to unjust discrimination between retailers in urban communities and those located in smaller cities and towns within the same trading areas."

Answer. The conditions which, it is asserted, will result from the enactment of the Capper-Kelly Bill are really conditions which now exist and which the bill will curb. It is the practice of price juggling and deceptive "bargain" sales based thereon which is one of the large factors which now serve as an unfair competitive weapon to shift trade from small trading areas to big cities.

2. "It will make possible unjust discrimination between adjacent urban centers of distribution."

Answer. The answer to this is the same as to objection one. This unjust discrimination between adjacent urban centers of distribution is so rampant at present that the Capper-Kelly legislation is proposed as a means of bringing an end to it by placing retailers on a parity in the sale of nationally advertised and branded merchandise.

3. "The bill arbitrarily sets up conditions under which merchants may dispose of style and seasonal merchandise."

Answer. This objection is based on the assumption that the manufacturer of seasonal goods and the retailers handling it will be unable mutually to agree on fair methods of disposing of the merchandise in such manner that one retailer cannot take unfair advantage of his fellow retailers. There is nothing in the objection. Each industry will be able to work out perfectly fair contracts between producers and retailers for disposing of seasonal goods, appropriate and practicable to that trade. Any manufacturer who tries to impose unreasonable conditions on his distributors will soon find business shifting over to competitors who are willing to provide satisfactory conditions.

4. "Under the terms of this bill no opportunity is afforded for disposing of staple lines when emergencies demand it."

Answer. The Capper-Kelly Bill recites emergency conditions under which staple branded merchandise may be sold regardless of the resale contracts, namely, "by a receiver, trustee, or other officer acting under the orders of any court, or any assignee for the benefit of creditors." If other emergencies are to serve as an excuse for price cutting, the Capper-Kelly Bill would not change present conditions. Every retailer who desired to slash prices on branded merchandise would naturally claim that some emergency in his own business required the initiation of a price cutting war, which would be taken up promptly by all of his competitors, with the usual result that none will handle the producer's goods for a long time thereafter. No merchant need to load up with branded merchandise to such an extent that any personal emergency of his own would justify him in demoralizing the whole trade, causing loss to honest merchants and end in depriving the consumer of opportunity to get wanted goods.

5. "As the bill includes every conceivable commodity of commerce—necessities of life are obviously subject to its terms."

Answer. The objection is craftily worded. The Capper-Kelly Bill only includes such articles as bear "the trademark, brand or trade name of the producer," which article "is in fair and open competition with commodities of the same general class produced by others." No possible danger to the public can arise under such conditions. Any producer who attempts to overcharge for his branded article will find himself eliminated by the competition of similar articles sold unbranded or under some other producer's trade-mark at a reasonable competitive price.

6. "This bill will raise the cost of living to the consumer."

Answer. The exact opposite is the case. At present resale prices are protected by vast consignment, or agency, or branch store systems, all of which are cumbersome and expensive to operate. The consumer pays the bill. The Capper-Kelly proposal would provide a system of maintaining resale prices by inexpensive contracts. Competition between producers who are marketing their products, either branded or unbranded, by the inexpensive form of contracts rather than by expensive agency or consignment devices, would bring down costs to the public. Such a system would permit lower prices to the consumer (a) by reduction of cost through more uniform stable production; (b) by encouraging mass production; (c) by elimination of the extra margin of profit necessary to guard against frequent demoralization of markets which is the inevitable result of price wars under present conditions.

7. "Litigation under this bill may be very expensive to merchants."

Answer. This objection also is specious. No merchant is required to enter into a contract without his own consent, and if he does not violate his freely made contract, or unfairly induce any one else to violate a similar contract, there will be no litigation. This objection, like most of the others, is based on the absurd assumption that producers of branded merchandise are looking for the ill will rather than the good will of retailers; that they are seeking for weapons to intimidate and coerce the retailers into handling their trade-marked merchandise. The exact opposite is the fact. Every trade-mark proprietor is endeavoring always to gain the good will of retailers; to woo them into liking and pushing his merchandise, and in making it as easy as possible for them to do so. Any producers who insists on making unfair or oppressive contracts with his retailers will soon find that he has no retailers left who will be willing to do business with him.

The use of the word "merchants" in this objection is grossly misleading. It is entirely consistent with past attempts by the small predatory price juggling minority to speak, without legal justification, for the whole membership of the Association, and even if

(Continued on Page 18)

TOBACCO SECOND TO RUBBER IN SUMATRA

AS THE oldest European enterprise in Sumatra, the tobacco industry has been an important factor in the economic development of the island, states Consul Sydney B. Redecker, formerly at Medan, and the success of pioneer work in tobacco culture was largely responsible for European development of other agricultural enterprises.

From the standpoint of capital invested, tobacco now ranks second, having been surpassed only by rubber. In contrast to rubber and other estate projects in Sumatra, in which foreign capital is important, the tobacco industry, since the World War, has been virtually a monopoly of four large Dutch companies, who control the production and marketing 95 per cent. of the total output.

The crop in recent years has brought to producers as high a total sum as 90,000,000 florins ($36,000,000), and large annual dividends are common.

Estate tobacco culture is confined to the famous Deli leaf, used as a wrapper for high-grade cigars. Although attempts have been made to produce wrapper tobacco equal in quality to the Sumatran product in other islands of the Netherland East Indies, and in other countries, Deli leaf remains unrivaled for its particular purpose. The requirements of soil and climate for its production are so exacting that it can be cultivated only in a comparatively small area in Sumatra.

Medan, capital of the East Coast Province and commercial center of Northern Sumatra, is the center of the industry. There are about eighty estates which hold under concession over 660,000 acres, of which 46,250 acres were planted at the end of 1926. One annual crop only is harvested and the same land is used for tobacco cultivation but once in eight or ten years.

In addition to more than 500 European managers and assistants, approximately 80,000 laborers (chiefly Chinese and Javanese) are imported to work on the plantations.

CIGARETTE PEAK NOT YET REACHED

Jay Cooke, 2d, a member of the brokerage firm of Charles D. Barney & Company, of Philadelphia and New York, addressed a meeting of the Philadelphia Association of Security Salesmen here last week and confined his statements mostly to cigarette companies and told the assembled salesmen that the securities of these companies offered an especially profitable investment.

Commenting on the tobacco industry, Mr. Cooke said:

"Viewing the tobacco industry in its long-distance aspects its future is one of encouragement and promise. The saturation point does not seem to have been reached, either in cigarettes, pipe tobacco or cigars, and there is room for growth in the consumption of all three types of tobacco. Smoking is not a fad, to be adopted one month and abandoned the next.

"Competition, if it becomes keener is more likely so to develop among the companies in the field, rather than from the intrusion of new manufacturers.

"In tobacco merchandising, advertising plays an important part, and the successful manufacturer must not only be able to produce cheaply, but to advertise effectively and extensively. Very few new manufacturers are, therefore, likely to enter the field on a large scale because of the heavy capital outlays necessary to build up large production units, and the larger expenditures necessary to build up popularity for new products.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN. AROMATIZER. BOX FLAVORS. PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"Three companies, the R. J. Reynolds Tobacco Company, the American Tobacco Company, and the Liggett & Myers Tobacco Company, dominate the cigarette industry, and produce the biggest revenues. These three companies in 1929, made for their common stockholders, net earnings in excess of $83,000,000. The total capital paid in these companies represents almost $300,000,000. These figures speak for themselves, and are impressive, indeed, of the tremendous proportion of the country's wealth represented by tobacco stocks.

"It is also well to remember the tobacco industry provides a large outlet for a great many other industries, of which a few are lumber, licorice, sugar, glycerine, tinfoil, paper, paint, coal, oil and cotton."

UNITED ESTABLISHES TEST LABORATORY

A laboratory of standards to test and prove manufacturers' claims for all products sold through United Cigar Stores and their agencies has been instituted by the management, according to an announcement made last week.

An official of the company stated: "The public has a right to expect the highest standards as to quality, condition and freshness in cigars, cigarettes and smoking tobaccos bought from our stores all over the country, and these standards apply to every article we sell."

Tobacco Merchants' Association Registration Bureau,

431 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

EHLERS GRADE A:—45,675. For cigars. March 4, 1930. Albert Ehlers, Inc., Brooklyn, N. Y.

KING SHIELD:—45,677. For cigars. March 11, 1930. Louis King Cigar Co., Inc., Philadelphia, Pa.

HOLLY LODGE:—45,674. For all tobacco products. March 4, 1930. Fred Bauer, agent for Herman Schott, A. G., New York, N. Y.

TRANSFERS

VAN RAALTE:—42,278 (T. M. A.). For cigars, cigarettes and tobacco. Registered September 26, 1921, by Joseph Van Raalte, St. Louis, Mo. Transferred to Covington-Silverstein Cigar Co., St. Louis, Mo., and re-transferred to Louis Silverstein, St. Louis, Mo., February 28, 1930.

JOHN A. SAUER'S COMMANDERY:—22,821 (U. S. Tobacco Journal). For cigars. Registered July 10, 1900, by Thoroughgood & Co., Janesville, Wis. Transferred to John A. Sauer, Huron, South Dakota, July 16, 1900.

MAPLETON:—45,577 (T. M. A.). For cigars. Registered August 22, 1929, by M. Sacks & Co., Inc., New York, N. Y. Transferred to Ralph M. Gans, New York, N. Y., and re-transferred February 21, 1930, to M. Sacks & Co., Inc., New York, N. Y.

SCHULTE-UNITED SALES INCREASE

Reported consolidated gross sales of $19,954,101 for 1929 for the Schulte-United Five Cent to a Dollar Stores, Incorporated, which began operations a little more than a year ago, achieved a place among the ten largest chain-store companies engaged in similar business (general merchandising). Sales for December, 1929, totaled $3,911,050, compared with $1,500,483 for December, 1928, which marked the company's first full month of operation.

Based on monthly sales for December, the company ranks seventh in size among the junior department store chains.

AMERICAN CLOSES PADUCAH PLANT

In line with the policy of the American Cigar Company to manufacture cigars by machinery and to concentrate their production in Kansas City and Louisville, the branch factory at Paducah, Ky., has been closed and the machinery and equipment is being moved out.

The Paducah plant was established thirteen years ago and has maintained a staff of about three hundred workers with an average payroll of approximately $15,000 a month.

LA GERMINAL FACTORY DESTROYED BY FIRE

The La Germinal cigar factory, Manila, P. I., was recently completely destroyed by fire. It had a capacity of 2,500,000 to 3,000,000 cigars per month, but had recently produced not much more than 500,000 monthly.

PRICE JUGGLING A RACKET

(*Continued from Page 16*)

it had unanimous support, the suggestion of opposition of merchants as a class to resale price legislation is directly contradicted by the facts. Practically every association of retailers in the United States, in all industries, comprising more than 1200 local, state and national organizations, headed by such country-wide bodies of merchants as the National Association of Retail Druggists, National Association of Retail Grocers and American National Retail Jewelers Association, is on record and is vigorously supporting the Capper-Kelly Bill as reported by the Interstate and Foreign Commerce Committee.

Finally, and in justice, it should be said that a fair reading of the seven stated "objections" leads inevitably to the conclusion that they were not written by any merchandiser familiar with existing business conditions. Only a brain steeped in legal technicalities and ignorant of the actual facts would be capable of contending that the merchandising millenium was already here and that the Capper-Kelly Bill was going to take it away! Only a commercially conscious legal dreamer could imagine that under present conditions no unfair competition is being practiced by large organizations against small merchants, and that the Capper-Kelly Bill was about to make such unfair competition possible.

No mind except that of a legal dreamer could be blind to the fact that chain stores are now drawing enormous amounts of money from the country districts into large urban centers without contributing anything in return in the way of local improvements and taxes, and only such a mind could imagine that the Capper-Kelly Bill would be a contributing element to such diversion of funds to the great centers, when as a matter of fact, the exact opposite is true!

All of the evils which the price juggling minority temporarily controlling, pictures as about to be produced by the Capper-Kelly Bill, have been with us for some years past as a result of the existing deficiency in the law, and it is the ravages resulting from those practices that have finally driven the House Interstate and Foreign Commerce Committee to the realization that the Capper-Kelly Fair Trade Bill must be enacted to bring an end to present unfair competitive conditions, under which the consumer is made the victim of deception and fraud.

FITZPATRICK & DRAPER EQUIPMENT SOLD

Following the recent appointment of the Irving Trust Company, of New York, as receiver for the old established firm of Fitzpatrick & Draper, Inc., cigar manufacturers of Kingston, N. Y., the plant equipment was sold at sheriff's sale to satisfy several executions placed in the hands of the sheriff for collection.

DOMINICAN REPUBLIC

The tobacco crop was the one favorable feature of a poor year. The export tobacco crop of this district was around thirty-three million pounds of a good quality leaf while the crop of last year was much less and the quality much poorer. (Consul W. A. Bickers, Puerto Plata, Dominican Republic.)

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VOLUME 50 No. 7

THE TOBACCO WORLD

ANNOUNCING TO THE CIGAR MANUFACTURING INDUSTRY

AUTOKRAFT BOX CORPORATION

Has effected a consolidation of some of the foremost cigar box plants over a wide territory, comprising an annual output of

25,000,000 Cigar Boxes

and with a capacity of more than

40,000,000 Annually.

LESCHEY-MYERS CIGAR BOX CO.
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WIEDMANN-ST. LOUIS CIGAR BOX CO.
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THE GLOBE BOX CO.
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CHICAGO BOX COMPANY
Chicago, Ill.

GEISE CIGAR BOX CO.
Cincinnati, Ohio

"A NATION-WIDE SERVICE"

OFFERING—

¶ New Standards in Cigar Box Fabrication.

¶ A Flexibility of Production and a Widespread Service.

¶ Manufacturing Methods Embodying the Most Recent Developments in Automatic and Semi-Automatic Labor-Saving Devices.

¶ Economies Resulting From Volume Production.

¶ Sales Co-operation With the Customer On *His* Product.

¶ Constructive Policies Always Keeping Step With Progress.

"Autokraft" Cigar Boxes Identify Quality.

WRITE

AUTOKRAFT BOX CORPORATION
(Home Office)
Lima—Ohio.

←— or Nearest Branch

UBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

Ask Any Cigar Retailer

He will tell you that the average customer instinctively selects his cigars out of wooden boxes, even though cigars packed in other forms of containers are always displayed in the same cigar case.

He knows that cigars packed in wooden boxes retain their original mellowness, flavor and aroma, combined with the natural fragrance of the wood.

Make it easier for the smoker, the retailer and your sales outlets by packing your cigars in wooden boxes.

Volume 50

THE TOBACCO WORLD

Number 7

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, APRIL 1, 1930 — Foreign $3.50

UNIVERSAL ANNOUNCES INCREASE IN PRICES

ON another page of this issue will be found an announcement of particular interest to cigar manufacturers—The Universal Tobacco Machine Company announces five new pieces of machinery recently designed to fit the particular needs of the cigar manufacturing industry, and also announces an increase in the prices of the older models of their line. These increases in price average approximately 5 per cent., and are effective July 1, 1930. However, to those manufacturers who will place their orders for any of these machines prior to July 1, 1930, and the machines to be delivered prior to January 1, 1931, there will be no increase in price on the machines so ordered.

Mr. George C. Sherman, president of the Universal Tobacco Machine Company, stated that their factory in Newark, N. J., had been running absolutely to capacity production since June 1st of last year, and the company at the present time has under construction at Paris and Niagara Streets, in Newark, N. J., a new building which will give them the much needed increased capacity which is necessary to supply the demand for their cigar-making machinery.

Increased labor and material costs make the above-mentioned increase in prices necessary.

I. R. T. A. REJECTS PRICE CUTTER

At the recent meeting of the Independent Retail Tobacconists' Association, held at the Hotel Pennsylvania, New York City, March 18th, seven applicants were admitted to membership in the association and one applicant, who was known to be a persistent price cutter, was rejected for membership.

It was decided by a motion put to those present at the meeting to have copies of petition favoring the passage of the Capper-Kelly price maintenance bill printed and placed on the counters of the members for the signatures of their customers, and these petitions to be later mailed to their congressman, with a request that he support the bill when it comes up for adoption or rejection before Congress.

It was also announced at the meeting that the association would receive propositions from reputable cigar manufacturers for the manufacture of a clear Havana cigar to be sold exclusively by members of the association under their own private label. Bids for the manufacture of the brand must be in to the association by April 20th.

AMERICAN SUMATRA PASSES DIVIDEND

At the meeting of the board of directors of the American Sumatra Tobacco Company, held last week, it was voted to omit the regular quarterly dividend of seventy-five cents a share on the common stock due April 15th.

JULIUS MARQUSEE DIES

JULIUS MARQUSEE, one of the best known figures in the leaf tobacco industry, having been connected with that industry for more than forty years, died at his home, at Woodmere, L. I., on Tuesday, March 18th, following an illness which had dated from last November.

Mr. Marqusee first became associated with the leaf tobacco industry in Syracuse, N. Y., but later came to New York City, where he expanded his interests until at one time he operated packing houses in every cigar leaf producing State in the Union.

Mr. Marqusee retired from the leaf tobacco industry about five years ago to enter the real estate field, and was quite successful in that line of endeavor up to the time his health failed.

Funeral services were held from his late home at Woodmere, L. I., on Thursday, March 20th, with interment in Mt. Carmel Cemetery.

He is survived by his widow, two sons, Jack and Gerald; and four daughters. He was sixty-eight years old.

JEFFERSON RESIGNS FROM LORILLARD

Harley Jefferson, well-known leaf tobacco man, who has been connected with the P. Lorillard Company for the past four years, has severed his connection with that company, it became known last week.

Mr. Jefferson was connected with the leaf tobacco industry in Wisconsin prior to becoming connected with the Lorillard Company four years ago, and two years ago he was made a vice-president of the company. He was also assistant manager of the leaf tobacco department.

Mr. Jefferson's resignation was a complete surprise to his many friends. No announcement has been made as to his future plans.

GRIFFIN AGAIN HEADS HARTFORD DEALERS

Fred B. Griffin, one of the best known leaf tobacco men in the Hartford district, and vice-president of Cullman Brothers, Incorporated, was re-elected president of the Hartford Leaf Tobacco Dealers' Association at the annual meeting held on March 18th.

Albert Newfield, chairman of the board of the Hartford Tobacco Company, was re-elected vice-president, and Philip Hammerslough, secretary of L. B. Haas & Company, Incorporated, was re-elected secretary-treasurer.

Jerome Kohn, Samuel A. Fassler and Moses Gans were named for the membership committee of the association.

The association is looking forward to a very successful year for 1930.

PHILADELPHIA.

MORRIS JACOBS DIES

MORRIS JACOBS, who was believed to have been one of the oldest, if not the oldest, leaf tobacco salesmen actively engaged in his work, in the country, died at the home of his brother, 111 South Carlifornia Avenue, Atlantic City, N. J., on Saturday, March 15th, following a short illness.

Mr. Jacobs was born in England, on March 24, 1846, and on coming to this country in his early manhood he became associated with Gumpert Brothers, of this city, and soon became foreman over a large number of cigarmakers. He was considered an expert cigarmaker himself.

Later he became associated with Ernest Ellinger & Company, leaf tobacco dealers, as a salesman. A few years later he became associated with L. Schmid & Company, and at the time of his death he was connected with the firm of L. Bythiner & Company.

Mr. Jacobs was actively engaged in his occupation until a few days before his death. Had he lived only a few days longer he would have been eighty-four years old.

Funeral services were held in this city on Monday.

He is survived by two brothers, Sam and Ben Jacobs, and two sisters, Mrs. A. Belasco and Mrs. Ray Montague.

CULLMANN RE-ELECTED EISENLOHR PRESIDENT

At the annual meeting of the stockholders of Webster-Eisenlohr, Incorporated, the following were named to the board of directors: Joseph F. Cullmann, Jr., John J. Rogers, Ralph B. Evans, Arthur M. Wolff, R. C. Kerfoot, and Emil Judell. The above directors were all re-elected with the exception of Emil Judell who is a new member.

At the meeting of the board held a few days later, Joseph F. Cullman, Jr., were elected president; John J. Rogers, vice-president; Emil Judell, vice-president; R. C. Kerfoot, treasurer, and Jackson Kemper, assistant treasurer and secretary.

BAYUK DIVIDEND

The board of directors of Bayuk Cigars, Incorporated, has declared a regular quarterly dividend of seventy-five cents a share on the common stock of the company, and a regular quarterly dividend of 1¾ per cent. on the preferred stock. Both dividends are payable April 15th to stockholders of record March 31st.

YAHN & McDONNELL TO MOVE

THE wholsale distributing headquarters of Yahn & McDonnell Cigars, now located at 112 North Seventh Street, will be moved to 617 Chestnut Street, just as soon as extensive alterations, which are under way at the present time, are completed.

When alterations are completed, Yahn & McDonnell will have a five-story building with a frontage of thirty-five feet on Chestnut Street, and a depth of one hundred fifty feet with a rear entrance on Ranstead Street.

The front of the building will be occupied by the retail store of M. J. Dalton, now located at Fifth and Chestnut Streets, and the rear of the building will house the receiving and shipping departments.

The second floor will be used for the offices of the company and the other floors will be used for storage purposes.

The company is distributors of Waitt & Bond "Blackstone" cigars, and have received their first shipment of their new brand, "Thorndyke."

The company operates a chain of retail stands in the various hotels, clubs and office buildings here, where "Blackstone" and "Optimo" cigars are featured and enjoy a splendid sale.

The Y. & M. new quarters are expected to be ready for occupancy about May 1st.

ALL "LA PALINAS" IN CELLOPHANE

Effective last week, it was announced that all sizes of the "La Palina" cigar, manufactured by the Congress Cigar Company, will be wrapped in cellophane.

The increase in cellophane wrapped cigars has been tremendous in recent months, as it is believed to be part of the solution of getting the cigars to the ultimate consumer in perfect condition. However, there seems to be very few consumers that care about what condition their cigars are in when purchased, or, at least, there are very few complaints heard.

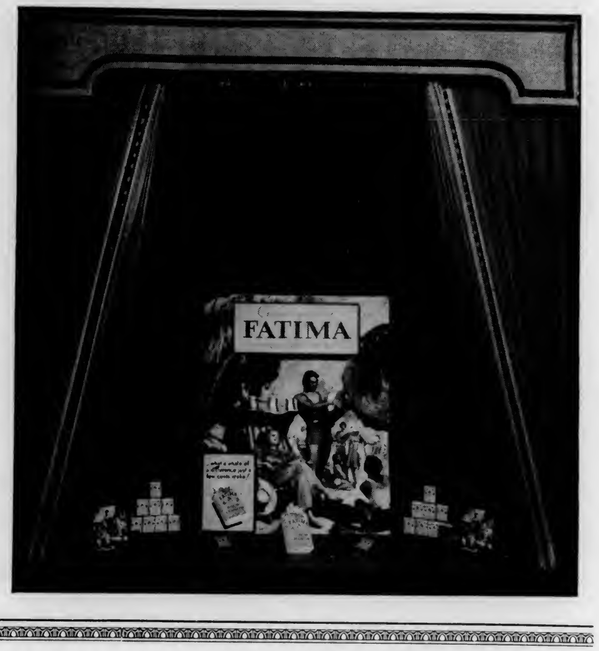
HOLT HAS 500,000 AT CUT PRICES

The Holt Cigar Stores here are advertising a "Half million cigars at 33 1/3 per cent. below regular price."

The well-known "Cortez" brand is advertised at 6 cents for the 10-cent size; 7½ cents for the two for a quarter size, and other sizes in proportion, in box lots. The imported "Larranaga" is advertised at $4 for a box of twenty-five cigars of the 30-cent size.

FATIMA CUT-OUT BEAUTIFUL

THIS smart and interesting window for one of Liggett & Myers' leading brands well illustrates the possibilites in modern window display. Although an advertisement, and a highly effective one, it remains a piece of art well worth a second glance. Vivid colors, well harmonized, give it pulling power; the effective display of the product gives it salesmanship, and the composition as a whole expresses quality, both in the product and in the window which contains it. A design like this compliments the dealer's judgment and, needless to say, it is selling "Fatima" cigarettes.



NEW OFFICERS FOR AMERICAN CIGAR COMPANY

At the meeting of the board of directors of the American Cigar Company, held on March 20th, two new officers were elected.

Due to the resignation of E. V. Seaman, Sidney Schough, former secretary, was elected treasurer of the company and George E. Bolivar was elected secretary to succeed Mr. Schough.

C. Ganshow was elected assistant auditor of the company, and the other officers were re-elected.

The other officers of the company are George W. Hill, president; C. A. Penn, P. H. Gorman and F. W. Harwood, vice-presidents, and E. A. Harvey, auditor.

SCHULTE SUES GILLETTE COMPANY

Suit against the Gillette Razor Blade Company, Inc., has been brought by the Schulte Stores, Inc., to recover $125,000 alleged due under a contract which the Gillette Company is said to have made with the Schulte Company to pay the latter company $500,000 for featuring Gillette blades. The final payment under this contract was withheld, the papers filed in the suit stated, because the Schulte firm was featuring Dunhill razor blades instead of the Gillette blades.

The Gillette Company also claimed that the Schulte Stores had an interest in Dunhill blades.

In answer, the Schulte Company denied it had any interest in Dunhill blades or that it failed to feature Gillette blades in its cigar stores.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 Up

UNIVERSAL TOBACCO MACHINE CO. AGAIN SURPRISES TOBACCO INDUSTRY

New Universal Cellophane Machine has been Perfected for Wrapping Cigars. Can be Operated Separately or in Combination with Universal's New Cigar Banding Machine.

MANY of the cigar manufacturers throughout the United States and Canada received a few days ago a telegram from the Universal Tobacco Machine Company reading as follows:

"The price of our new combination machine for Cellophane wrapping and banding cigars which machine is equipped with automatic feed has been established at fifty five hundred dollars stop The price of the banding machine only equipped with automatic feed is two thousand dollars stop The price of the Cellophane wrapping machine only equipped with automatic feed is four thousand dollars stop These machines as delivered will be time speeded to seventy cigars a minute or forty two hundred an hour with a maximum time speeded capacity of up to eighty a minute or forty eight hundred an hour stop Machines may be seen on demonstration at our factory in Newark in the very near future."

A couple of days later they received another telegram from the Universal Tobacco Machine worded as follows:

"The combination cellophane wrapping and banding machine that the cigar industry has been patiently expecting and waiting for is now about completed stop This machine has been designed especially for Cellophane wrapping and banding cigars stop With this machine you buy and fabricate your own Cellophane and purchase your cigar bands in the open market stop It is not a machine that has been rearranged to be used for Cellophane wrapping stop Being designed for its particular use it is simple in construction and has the fewest possible number of parts stop It works on a straight line principle with automatic feed and cigars can be Cellophaned either before or after banding stop The Cellophane wrapping unit and the banding unit can be bought separately or in combination as desired stop I wish to thank all of our customers personally for their patience in waiting for this machine which will be ready for demonstration in our new factory in the very near future."

Mr. George C. Sherman, president of the Universal Tobacco Machine Company, who for the past twenty years have been making machinery to facilitate cigar production, upon being interviewed, made the following statement:

"In the many years that we have been designing and manufacturing tobacco machinery we have seen the cigar-making industry develop into one of the largest industries in the world. Starting from leaf-stripping to the finished product, labor-saving machinery is now producing perfect cigars rapidly, efficiently and sanitarily. In order that this perfect cigar might be delivered to the smoker with all of its original freshness and aroma, we have after many months of investigation and experimentation finally perfected a Cellophane wrapping and cigar banding machine that under every possible operating test shows 100 per cent efficiency.

"Knowing that the cigar manufacturers were waiting expectantly for us to design and produce this machine, we might have devised a makeshift to meet the emergency quickly, adapting some of the engineering designs originally intended for other purposes. But we knew that Cellophane wrapped cigars were here to stay, and that the machine we produced would have to be as efficient as every other machine we have designed and manufactured in the past twenty years.

"We started out with a definite purpose of what we had to accomplish, and at no time did we deviate or surrender a single point until we had perfected the machine. We not only intended to wrap cigars in Cellophane, but we wanted a good-looking package when we were through, a package that would lay flat, smooth and shapely in the box, retaining its original neat appearance until it reached the smoker's lips.

"Our package has to be sufficiently air-tight to hold in the freshness and aroma of the cigar. The Cellophane is fed from a roll and sealed the long way of the cigar. It can be sealed and wrapped so as to meet the individual requirements of each cigar manufacturer.

"Starting from scratch, and being unhampered with ideas that might have been inherited from other similar devices, we were able to design a machine that works in a straight line, in fact, the shortest distance between the two points of start and finish. This means less distance for the cigar to travel and less handling of the cigar, preserving the perfect condition of the cigar until finally wrapped. It also means greater speed and more volume.

"Being simple in design and original in construction, we were able to make this machine with the fewest possible number of parts. This means lower upkeep and repair costs, less floor space and the use of unskilled operators.

"Bearing in mind our customary policy of selling our machines outright, we designed this machine so that it would fabricate the wrappers completely from a roll of cellophane. The manufacturer, after buying our machine, is obligated no further. He can buy his cellophane and bands wherever he chooses.

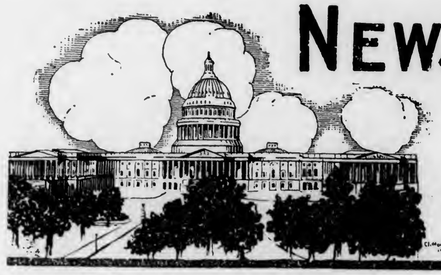
"The Cellophane wrapping machine and the cigar banding machine may be bought and operated separately, or in combination, as desired. They are both made with automatic feed. The cigars can be cellophaned either before or after banding.

"In view of the fact that there will be up to a half dozen other Cellophane wrapping machines of different types on the market in a short time, cigar manufacturers owe it to themselves to look carefully into the merits of each machine before committing themselves to final purchase."

The Universal Tobacco Machine Company, whose offices are at 40 East Thirty-fourth Street, New York City, are confident that they have in this Cellophane wrapping and banding machine a machine that will wrap and band cigars, with less breakage, faster, cleaner and at a lower cost than hitherto obtainable.

They are prepared to sell this machine outright to all of the known markets both in the United States and foreign countries.

THE SHOCK OF FACING
what your figure may become
"Coming events cast their shadows before"
AVOID THAT FUTURE SHADOW
by refraining from over-indulgence
We do not represent that smoking Lucky Strike Cigarettes will cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a trim figure.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
"It's toasted"
Your Throat Protection—against irritation—against cough.
TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.
© 1930, The American Tobacco Co., Mfrs.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

CARRYING the present law rates on tobacco, the tariff bill was passed by the Senate March 24th and sent to conference, where final determination will be made of the duties that are to be effective until another tariff bill is passed by Congress.

When the bill was passed by the House of Representatives, it carried a rate of $2.50 per pound on unstemmed wrapper and $3.15 on stemmed. The Senate finance committee recommended continuation of the present rates on wrapper not mixed with filler or filler mixed or packed with more than 35 per cent. of wrapper, but provided a rate on filler mixed with more than five but not more than 35 per cent. of wrapper of 87.5 cents per pound unstemmed and $1.75 stemmed.

When the bill was taken up in the Senate, the finance committee's recommendations were rejected and the present law was reinserted. The conference committee, therefore, will determine the rate, which may be either the present law as continued by the Senate or the higher rates proposed by the House or anything in between.

The conference committee will also be called upon to determine whether cigarette paper is to remain on the dutiable list, as provided by the House, or be made free of duty, as provided by the Senate.

The industry will watch with close attention the action of the conferees on the repeal of the statute restricting the importation of cigars to lots of not less than 3000. This old law, on the repeal of which hinges the possibility of a parcel post agreement between the United States and Cuba, was repealed by the House bill, but the Senate refused to concur in the action. It will remain with the conferees, therefore, to determine whether this legislation is to remain on the statute books. Without the repeal of these restrictions, Cuba will refuse to make any convention with this country, and a few years ago abrogated a temporary treaty which had been made with the understanding that an effort would be made to secure elimination of the objectionable requirement. Bills repealing the statute were unsuccessful, and for some time past there has been no interchange of parcel post matter with Cuba.

Passage of the tariff bill by the Senate came almost fifteen months after initial work on the legislation was started with the opening of hearings by the House ways and means committee in January, 1929. The bill was reported to the House by the committee early in May and was passed May 28th. It then went to the Senate finance committee for hearings and was rported to the Senate September 4th, last, thereafter being almost continuously under discussion. It is expected that the conference comittee will make its report on the measure early in May.

Import Figures Reflect Stock Market Depression

Foriegn trade of the United States in February for the first time fully reflected the effects of the commercial depression due to the stock market liquidation last fall, exports totaled only $351,000,000, a decline of $60,000,000 from January, and $90,000,000 under February, 1929, while imports were valued at $281,000,000, compared with $310,967,000 in January. Since October, 1929, exports have fallen off more than $175,000,000, while imports have declined $110,000,000, it is disclosed by figures compiled by the Department of Commerce.

The depression in foreign trade in February was the most serious since the postwar deflation, with exports lower than for any month since 1926 while imports were at the lowest level since 1922.

Effort Being Made to Stabilize Industry

Alarmed by the serious business depression which has swept over the country in the past few months and which threatens seriously to decrease the tax revenues of the Government, administration officials are bending every energy to the development of means for restoring confidence and, at the same time, so stabilize industry that similar situations may not recur.

One of the first steps to be taken to alleviate the situation will be a thorough and continuous study of unemployment, for which the census of unemployment which will be part of the population census taken during April will form the basis. These figures will show where the unemployment is, so that efforts may be devoted to improving the situation in the most seriously distressed areas.

The work of the Census Bureau will be followed up by frequent surveys which will develop data as to unemployment both by geographical areas and industries, so that the Government will at all times be informed as to changes in the business situation.

The Government has plenty of data regarding employment but none at all regarding lack of employment. A large number of establishments in the most important industries report monthly to the Department of Labor the number of persons employed and the aggregate payroll, and in the past it has been taken for granted that these figures were fairly indicative of industrial conditions. It is now realized, however, that such is not the case, for while some of the reporting industries may show very little drop in employment there may be millions of persons out of work. At the same time, it is apparent that a decline in employment in these selected industries does not necessarily mean greatly

(Continued on Page 16)

Turning the light of Truth on false and misleading statements in recent cigarette advertising

WHAT ANOTHER MANUFACTURER of cigarettes chooses to say about his product is not our affair. Even when he sees fit to misrepresent his product and leave false impressions concerning it, that still is his business — not ours.

***But* — when, in his advertising, he goes beyond his own product and makes false statements or leaves misleading impressions about other cigarettes — then it is time that the truth be told.**

Some time ago a manufacturer of cigarettes used the following statements in his advertising:

> **"The extra secret heating process removes from (————) harmful irritants, corrosive acrids, which are present in cigarettes manufactured in the old-fashioned way, and which cause throat irritation and coughing." "No matter how much or how little you pay for cigarettes you have a choice of only two general classes and not more than two. In one class you have the billions of cigarettes manufactured in the old-fashioned way and in the other class you have (————), the toasted cigarette, a product of modern science, a cigarette from which harmful irritants have been removed by that extra secret process described by the phrase 'It's Toasted'."**

WHEN THESE STATEMENTS were first made, we assumed that they were a casual phase of that manufacturer's advertising and did not represent a deliberate and calculated policy. After making a few such statements, he abandoned this particular form of advertising. However, other statements used in his advertising came to the attention of the Federal Trade Commission on a question of their truthfulness.

As a result of the action of the Federal Trade Commission he was ordered to stop his admitted practice of using in his advertising false testimonials of non-smokers to the effect that they kept slender by smoking his brand of cigarettes, and was further ordered to stop using other fake testimonials and the specious argument that all can keep slender by smoking that brand of cigarettes. He then began to use again the form of statement quoted above or variations of it.

IF ANY MANUFACTURER chooses to say that the tobaccos he uses contain "harmful irritants, corrosive acrids, that are injurious to the throat," and then to claim that these things are removed by the heat-treating process, that is his own affair. But when he tries to create the impression that it is general practice to use in cigarettes such rank tobaccos as he describes, we object to the attempted reflection on the industry.

We have never used in our blend those rank tobaccos which can be properly described as containing "harmful irritants, corrosive acrids," nor do we believe that they are used by some of the other manufacturers.

If that manufacturer wishes to advertise heat treatment, calling it toasting or what-not, that is his right. But when, in so doing, he tries to create the impression that he is the only maker of cigarettes who treats tobaccos with heat, the truth again needs to be told.

The publication of a fake testimonial is no greater perversion of the truth than to imply that the heat treatment of tobaccos is an exclusive process with any single manufacturer.

THE FACT is that the use of heat treatment in the manufacture of tobacco is about the most commonplace and universally practiced method in the industry. It has long been standard practice.

We use heat treatment in its most modern and scientific application, both in the preparation and in the manufacture of those mild, fragrant, ripe tobaccos that carry their natural goodness into CAMELS.

The first CAMEL Cigarette we ever made was manufactured under the heat-treating process. Every one of the billions of CAMELS produced since has been manufactured under heat treatment. We rely upon heat to the limits of its possibilities to make our good tobaccos better. It cannot make inferior tobaccos good.

WHETHER OR NOT a manufacturer, to have something to talk to the public about, attaches a contrivance to his heat-treating machines to catch, condense and bottle the vapors that come from them can have no more effect toward improving the tobacco than your catching and bottling the vapors that come from your teapot would have toward improving the tea in the pot.

Our own brand, CAMEL, continues to grow, but we are, nevertheless, unwilling to let these far-reaching false statements or impressions regarding the cigarette industry go uncorrected.

R. J. Reynolds Tobacco Company, Makers of CAMEL Cigarettes

AN IMPORTANT

Five New Universal Machines And Price Changes to Become Effective July 1, 1930

You will find on the facing page a schedule of our present prices with a listing of our future prices that will become effective July 1st, 1930.

The following five Machines are new Machines which have been added to our line, and on which we are now prepared to accept orders for future delivery.

Model R Automatic Cigar Rolling Machine.

Model S-2 Long Filler Bunch Machine (Cross-Feed Type).

Model A Cellophane Wrapping Machine, equipped with Automatic Feed.

Model B Banding Machine, equipped with Automatic Feed.

Model A-B Combination Cellophane Wrapping and Banding Machine equipped with Automatic Feed.

Orders placed with us up to and including June 30, 1930, for delivery prior to January 1, 1931, and in connection with which definite delivery instructions must be given to us prior to October 1st, will be accepted at our present prices.

The increasing activity in the cigar-making industry forecasts an increased volume of business for the balance of 1930. To insure delivery of Universal Machines needed to take care of this increased business orders should be placed as far in advance as possible.

April 2, 1930

UNIVERSAL TOBACCO MACHINE CO.

ANNOUNCEMENT

Present Prices and Prices To Become Effective July 1, 1930

Model	*Machines and Devices*	*Prices to June 30, 1930*	*Prices After July 1, 1930*
M	Stripping and Booking Machine and (P) Folding Chair	$ 525.00	$ 550.00
L	Scrap Bunch Machine (Positive Plunger Type), Posture Chair, Individual Drive and ⅙ H.P. Motor	950.00	1000.00
S	Long Filler Bunch Machine (Standard Type), Two Posture Chairs, Individual Drive and ⅙ H.P. Motor	1650.00	1750.00
S-2	Long Filler Bunch Machine (Cross-Feed Type), Two Posture Chairs, Individual Drive and ⅙ H.P. Motor	2100.00	2200.00
T	Long Filler Bunch Machine (Blending Type), Two Posture Chairs, Individual Drive and ¼ H.P. Motor	2000.00	2100.00
A	Cellophane Wrapping Machine equipped with Automatic Feed, Individual Drive and Motor	4000.00	No Change
B	Banding Machine equipped with Automatic Feed, Individual Drive and Motor	2000.00	" "
A-B	Cellophane Wrapping and Banding Machine equipped with Automatic Feed, Individual Drive and Motor	5500.00	" "
R	Automatic Cigar Rolling Machine, Posture Chair, Individual Drive and Motor (As the Model R Machine when installed in your factory will require *Extra Equipment*, consisting of a Suction Fan with Piping, we will when called upon furnish you with installation information for *this equipment*.)	7500.00	" "
—	Individual Drive Equipment for Model M (No Motor)*	55.00	" "
—	¼ H.P. Motor Fully Equipped for Models M or T	45.00	" "
—	⅙ H.P. Motor Fully Equipped for Models L or S	35.00	" "
—	Individual, Direct-Connected Motor-Driven Suction Fan for Models L, S or T Machines	75.00	" "
—	Suction Binder Table for Model L, S or T Machines	50.00	" "
C-3	Three Plate Wrapper Register	95.00	" "
J	Leaf Counting Device	50.00	" "
W	Butt Cutting Device	15.00	" "
P	Folding Chair for Model M Machine	25.00	" "

Prices F.O.B. our Factory, Newark, N. J.
Convenient Cash and Time Payment Terms in U. S. A. and Canada

40 EAST 34TH STREET, NEW•YORK

THE TARIFF BILL

A SPECIAL bulletin from the Tobacco Merchants' Association, states that the Tariff Bill, which was finally passed by the Senate on March 24th, and now goes to conference to iron out the differences in opinion between the Senate and the House on various rates, took up more time of both houses of Congress than any other legislative enactment on record. Over fourteen months have elapsed since the hearings were first started on this measure on January 7, 1929, while the bill has been in the Senate over seven months.

The Tobacco Interests Under the New Tariff

It is hardly necessary to refer to the sharp conflict between the share-wrapper growers, demanding an increase in the wrapper duty of over 100 per cent. on the one side, and the cigar industry, demanding a reduction of the present duty, on the other side. Finally, the House raised the duty 40 cents per pound, while the Senate Finance Committee, after a hearing lasting almost two days, recommended that the old duty be retained and this was, in the first instance, adopted by the Senate by a vote of 49 to 26. The high duty advocates, however, continued their efforts with unabating vigor, as a result of which the question was reopened and again the higher rates were voted down, and then finally upon a third attempt to restore the increase passed by the House, they were again defeated by a record vote of 43 to 27.

Thus the measure is now going to the conference with an increase in the duty of 40 cents per pound passed by the House and with the retention of the present duty passed by the Senate. This difference will, of course, have to be adjusted in conference, and there is every reason to hope that the Senate's action will prevail, and that the duty on wrappers will remain unchanged.

No other changes have been made either by the House or by the Senate with respect to the Tobacco Schedule.

Cuban Parcel Post Measure

By a special clause inserted in the Tariff Bill by the House, the existing embargo against the importation of Cuban cigars in shipments of less than 3000 at a time, was repealed. This has been stricken out by the Senate, leaving the existing embargo unchanged.

This is another matter that will, of course, have to be passed upon by the conferees.

Cigarette Paper on the Free List

Cigarette paper and cigarette books, etc., which are now dutiable at 60 per cent. ad valorem, have been placed by the Senate on the Free List, while the bill as passed by the House, still retains the present duty. This too will necessarily have to be determined by the conference.

"Ships' Stores" Amendment Sponsored by T. M. A. Passed by Both Houses

Both Houses have approved a new amendment to the Tariff Bill, sponsored by the T. M. A., permitting the sale and delivery of cigars, cigarettes and tobacco to outgoing vessels bound for foreign shores without the payment of internal revenue tax thereon. Likewise, imported cigars may be sold and delivered to such vessels without the payment of duty thereon.

Miscellaneous Items of Interest to the Tobacco Industry

Glycerine—The existing law rate of 1 cent per pound crude, and 2 cents per pound refined, has been re-enacted by both Houses.

Licorice—The action of the House in repealing the existing law rate of one-half cent per pound on licorice root and transferring this item to the Free List, has been confirmed by the Senate.

Insofar as extracts of licorice in paste, rolls or other forms are concerned, the House has retained the existing law rate of 25 per cent., whereas this has been reduced in the Senate to 20 per cent.

Pipes and Smokers' Articles—With respect to pipes and smokers' articles, both Houses have passed identical provisions.

No change whatever is made with respect to the tariff on clay pipes. However, in addition to the existing rate of 60 per cent. ad valorem, a specific rate of 5 cents each has been added on "tobacco pipe bowls, wholly or in chief value of brier or other wood or root, in whatever condition of manufacture, whether bored or unbored, and tobacco pipes having such bowls"; and on "pipes, pipe bowls, cigar and cigarette holders, not specifically provided for, and mouthpieces for pipes, or for cigar and cigarette holders, not specially provided for, all the foregoing of whatever material composed, and in whatever condition of manufacture, whether wholly or partly finished, or whether bored or unbored."

The present law rate of 60 per cent. ad valorem is retained on all other smokers' articles, the language used being identical with the existing law. Meerschaum, crude or unmanufactured likewise would be continued at the present rate of 20 per cent. ad valorem.

Sugar—The change in the duty on raw sugar as passed by the House and Senate is shown below:

	World Market	*Cuban*
Present	2.2¢	1.76¢
House	3.0¢	2.4¢
Senate	2.5¢	2.0¢

Maple Sugar—The existing rate on both Maple Sugar and Maple Syrup is 4 cents per pound. The House raised the rate on sugar to 7½ cents and on syrup to 5 cents. The Senate still further advanced the rates on sugar to 8 cents and on syrup to 5½ cents.

Commodities Produced by Convict, Forced and Indentured Labor Not to Be Imported but Operation of Statute to Be Suspended for Two Years.

It will be recalled that sometime ago an amendment was passed by the Senate prohibiting the importation of any commodities produced by Convict Labor, Forced Labor, or Indentured Labor.

The restriction that is particularly of interest to the tobacco industry is the one relating to Indentured Labor, for Sumatra wrappers are produced largely by imported labor under contract, containing penal sanctions, by reason of which the importation of Sumatra would be precluded. The provision does not prohibit merely Contract Labor, but it refers to contracts containing penal sanctions.

This amendment has, however, been further amended by suspending the operation of the statute until January 1, 1932, so as to afford producers on the other side an opportunity to change the forms of their contracts by eliminating the penal sanction provision.

Measure Not Likely to Be Passed Before May 1st

With the thousands of controversial items to be passed upon by the joint conferees, it is hardly possible that all these differences can be adjusted and ironed out in less than four or five weeks.

Then there are the two great controversial questions which have given rise to a great deal of public comments to be determined, namely, the Debenture provision inserted by the Senate, and the Flexible Tariff provision passed by the House are virtually killed in the Senate.

Indeed, it seems to be the opinion of some public men that if the measure should finally be passed with the Debenture and Flexible provisions as adopted in the Senate, the President will probably veto the entire measure.

Due and proper attention will, of course, be given by the T. M. A. while the bill is in conference with respect to the items in which the tobacco industry is interested, and all interesting developments will be promptly reported.

RETAILERS TAKE PHIL PHULOFAX'S ADVICE

UNUSUAL activity in the paint and window-washing industries of Anytown, U. S. A., is reported by Phil M. Phulofax, D. B. I., business philosopher and specialist in cigar retailing, associated with Bayuk Cigars, Incorporated, who is in that city investigating business conditions as they relate to retail cigar selling.

"Considerably mystified by reports of tremendous activity in these lines," Mr. Phulofax wires, "I stopped in at the cigar store of Up & Atem, one of the smaller retailers here, to buy a cigar before pursuing my inquiries. There I found the solution of the mystery, but at the same time narrowly escaped being decorated by a can of red paint. Mr. Atem was on a ladder sprucing up his store front, and he nearly lost his balance when he saw me and leaned over to shake hands.

"With the statement that I was responsible for my own close shave, Mr. Atem explained that he had read a recent sales message of mine addressed to cigar retailers, and was following my suggestion about brightening up the store to attract new customers. He stated that a large number of other retailers were putting the same suggestion into effect. He was enthusiastic about prospects for increased cigar sales in Anytown during the coming months, and is convinced that the refurbishing program will prove a powerful sales aid to the dealers adopting it."

Later advices from Anytown, closely following Mr. Phulofax's wire, state that local associations of painters and window washers, cooperating with the local association of cigar retailers, are arranging for a banquet to be tendered Mr. Phulofax in appreciation for what he has done to stimulate the business of the members of the associations. Although engaged in a survey of conditions in the field, Mr. Phulofax will continue to write the sales talks aimed at boosting the retailer's profits, appearing regularly in the advertising pages of this magazine.

MRS. C. A. WHELAN PASSES

Mrs. Sarah du Plesis Whelan, wife of Charles A. Whelan, former president of the United Cigar Stores Company, died on March 26th at her home 775 Park Avenue, after a long illness. She was sixty-four years old, and had passed most of the winter in Florida, returning to her home about six weeks ago.

Mrs. Whelan was born in Syracuse and her marriage to Mr. Whelan took place in that city.

Mr. Whelan was president of the United Cigar Stores Company until his recent resignation when control of the company was taken over by the Morrow interests. Mrs. Whelan is survived by her husband, two daughters, Mrs. Clara Gray and Mrs. Gilbert Kahn, and three sons, Edward David, Eugene Francis, and Albert Joseph Whelan.

"YOU WOULDN'T TURN A DOG OUT ON A NIGHT LIKE THIS!" wailed NELL
"But father, with his slick city ways and perfumed hair, he turned my head . . ."
"Out ye go!" roared the irascible old yeoman . . . "any gal of mine that gives away the last of my smoother and better OLD GOLDS suffers the consequences. Down to the corner alone with ye, and bring back a fresh carton or never darken my doorstep again!"
OLD GOLD
EASTEST GROWING CIGARETTE IN HISTORY . . . NOT A COUGH IN A CARLOAD
© P. Lorillard Co.

Laugh and the world of smokers laughs with you!

The above advertisements are sample units in a nation wide magazine and newspaper campaign which is proving to be one of the most popular and successful in OLD GOLD'S entire sales history.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINAS ARE NOW RICHER, MILDER, MORE FRAGRANT THAN EVER—FOR THEY ARE MADE EXCLUSIVELY OF 1928 TOBACCOS—THE FINEST CROP IN YEARS

Tune in on the La Palina Radio Programs, every Wednesday night, 9:30 o'clock eastern time, and each Sunday night at 8 o'clock, over the Columbia Broadcasting System.

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

IS PIPE SMOKING COMING BACK?

STIMULATION of cigarette sales by tremendous advertising campaigns during 1929 drove the 1928 record of 106,000,000,000 to a 1929 total of 119,044,933,013, which was slightly under the estimate for the year of 120,000,000,000.

Early 1930 cigarette withdrawal figures for January and February would seem to discount the statement made recently "that 1930 cigarettes would total 144,000,000,000, based on a continuation of what has now come to be regarded as a normal rate of yearly increase."

An increased number of cigarette smokers, rather than an increased consumption by smokers, seems to be indicated by a study of the six-year record of withdrawals from 1924 to 1930 just completed by the Business Survey Department of Dorrance, Sullivan & Company, advertising agents, of New York.

The study further indicates that the sale of cigarettes generally is being affected by a noticeable trend to pipe smoking brought about apparently as an economy substitute for the higher priced cigarette.

Whether this decrease reflects a lowered purchasing ability and desire on the part of the cigarette and cigar smoker to retrench on smoking expenditures is only conjectured, but the agency study would indicate such is the case.

The agency study also indicates that for the first time in six years the use of cigarettes is falling below a "normal" which is a projection of expected consumption taking into account both the long-time trend and the regularly recurring seasonal variation, while the use of smoking tobacco is gradually pulling ahead of its "normal," calculated on the basis of the same factors.

When allowance has been made for the increased number of cigarette smokers as shown by the six-year trend and for the seasonable variation, the figures seem to indicate that the per smoker use of cigarettes is lower at the present time than for any time in the past twelve months and is on a downward trend that became evident in November, 1929.

Tobacco withdrawal totals in February, as reported by the Tobacco Merchants Association of the United States, show cigarette withdrawals at 94.3 per cent. of the normal, while the average for the last four months stood at 96.8 per cent. as compared to an average for the first ten months of 1929 of 102.4 per cent. of this "normal."

Tobacco, on the other hand, showed a figure of 104.2 per cent. of this "normal" in February, 1930, compared to an average of 99.7 per cent. for the calendar year of 1929.

The Dorrance-Sullivan survey would further seem to show that the trend of cigarette smoking in the future will show smaller average increases than has held for the last six years. The noticeable decline in smoking tobacco of the past few years is diminishing and may turn definitely upward to permanently regain some of its lost ground.

Although no really authoritative figures are available as to the total amount of money spent last year for all phases of tobacco advertising, yet of this tremendous total, it is evident that the amount spent in pipe tobacco advertising is a very small per cent. of the entire year's expenditures and in general line with the moderate schedules of the past few years.

RALEIGH REVUE MAKES DEBUT

COVERING an area in which there are more than five million radio sets and a minimum population of 65,000,000, "The Raleigh Revue," new coast-to-coast broadcast sponsored by the Brown & Williamson Tobacco Corporation, made its initial air bow Friday night, March 28th, at 10 o'clock, Eastern Standard Time. The program is broadcast from station WEAF, New York, over twenty-five stations of the National Broadcasting Company, located in leading cities throughout the United States. "Raleigh" cigarettes and "Sir Walter Raleigh" smoking tobacco are being featured.

The program, which runs a full hour, is in the spirit of a stage revue, with talent including a large orchestra conducted by William Merrigan Daly; a quartet, The Raleigh Rovers, each member of which has been a featured soloist; Phil Ohman and Victor Arden, two-piano team, who have been high lights of many Broadway shows, a soprano soloist of note, and a master of ceremonies who will be Sir Walter Raleigh in person, 1930 style. Speed and humor will characterize the broadcasts.

All Raleigh jobbers and dealers have been notified of the "Raleigh Revue" either through salesmen or direct. Plans are under way for extensive merchandising of the broadcasts, tying up the programs with dealers' windows and counters. Plenty of stickers, large and small, will be available to dealers. Each will tie up to the radio program and announce the fact that "Raleigh Revue" will be on the air every Friday night. In addition "Raleigh" cigarettes and "Sir Walter Raleigh" smoking tobacco advertising will be used to publicize the programs.

Alfred Shirley, trouper of parts—theatrical and radio—takes the part of Sir Walter Raleigh and is master of ceremonies of the "Raleigh Revue."

AMERICAN TOBACCO ASSETS INCREASE

Assets of the American Tobacco Company on December 31, 1929, were $265,405,906, as compared with $221,205,693 at the end of the year 1928. Surplus was $80,869,332, or almost twice the total as of December 31, 1928. Current assets totaled $146,766,868, including $20,490,152 in cash. Current liabilities amounted to $3,458,817, leaving the company with the largest working capital in its history. Brands, trade-marks, patents and goodwill were valued at $54,099,430. There has been no change in this item since 1913.

INTERNAT'L CIGAR MACHINERY EARNINGS

Gross revenue of the International Cigar Machinery Company for the year 1929 is reported as $3,649,494, and net revenue of $2,486,920, before depreciation and taxes. After depreciation and Federal taxes, net profits for the year totaled $1,926,301. This is equivalent to $6.42 a share earned on the 300,000 shares of stock outstanding, as against $4.82 a share earned for the year 1928.

TO DEMAND CIGARS IN WOODEN BOXES

At the recent annual convention of the Massachusetts State Council of Carpenters, held at the Nonotuck Hotel, Holyoke, Mass., a resolution was passed in which the union carpenters resolved to refuse to purchase cigars put up in paper packs, and when buying their smokes to demand them from wooden boxes bearing the label of their organization.

CUBAN EXPORTS OF TOBACCO

DURING 1929, 67.6 per cent. of all leaf tobacco exported from Cuba was purchased by the United States and 31.8 per cent. by European countries, as compared with 62.7 per cent. by the United States and 36.7 per cent. by European countries in 1928. As contained in a report by Vice-Consul H. C. Vogenitz and released by the Tobacco Section, Department of Commerce, exports of leaf tobacco from Cuba have increased notably during the last fifteen years and the increase may be gained from the following five year periods: 1915-1919, 32,604,842 pounds; 1920-1924, 29,840,874 pounds; 1925-1929, 41,173,871 pounds. During the years 1925-1929, inclusive, the values of tobacco and tobacco products exported from Cuba were as follows:

Years	*Leaf Tobacco*	*Manufactured*
1925	$28,748,903	$12,724,130
1926	27,057,312	10,288,232
1927	25,557,396	10,887,327
1928	27,846,857	11,567,138
1929	27,191,294	10,687,471
Average for five years	$27,280,352	$11,230,860

Unstemmed tobacco sold for export in the year 1914 at $44.04 per hundred weight. From that date it steadily rose in value until it reached $104.45 per hundred weight in 1920. Since 1920 the price has decreased until 1929, in which year it averaged $44.26 per hundred weight, or practically the same price as was current in 1914. Stemmed tobacco sold for export in the year 1914 at $64.39 per hundred weight. From that date it rose until it reached $112.30 per hundred weight in 1924, but since 1924 the price has decreased until 1929 when it averaged $80.67 per hundred weight. Unstemmed and stemmed tobacco exported during the year 1928 had an average value of $60.51 per hundred weight, and in 1929 of $59.29.

Argentina, Panama and the Canary Islands are the largest buyers of Cuban cigarettes. During 1929, however, both countries reduced their purchases as compared with 1928.

The national consumption of locally produced cigars, cigarettes and picadura in Cuba during the year 1929, is officially given as follows:

Cigars	194,140,775 at $0.06 each	$11,648,446.50
Cigarettes (packages of 16 each)	350,994,375 at $0.05 each	17,549,718.75
Picadura (lbs.)	347,195 at $0.60 lbs.	208,317.00
		$29,406,482.25

During the year 1928, statistics showed the consumption of cigars to be 216,816,325 valued at $13,008,979.50 packages of cigarettes 355,161,630 valued at $17,758,081.50, and pounds of Picadura 354,414 of $212,648.40, a total consumption in value of $30,979,709.40.

SCHULCO COMPANY

Schulco Company, Incorporated, reports rentals for the twelve months ended December 31, 1929, of $1,055,225. After deducting legal and other expenses, interest on first mortgages and depreciation on buildings owned, amounting in all to $580,400, and adding other income of $34,239, gross income amounted to $509,063, as compared with $498,886 in 1928. Net income for the year was $41,875.

BLACKSTONE CIGARS
GO ON THE AIR
EVERY TUESDAY
8 P. M., Eastern Standard Time
7 P. M., Central Standard Time
OVER THE
COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J.

BLACKSTONE CIGARS

Baltimore	WCAO	Waterloo	WMT	Syracuse	WFBL
Boston	WNAC	Omaha, Council Bluff	KOIL	Washington	WMAL
Buffalo	WKBW	Philadelphia	WCAU	Rochester	WHEC
Kansas City	KMBC	Pittsburgh	WJAS	Harrisburg	WHP
New York City	WABC	Providence	WEAN	Minneapolis	WRHM
Oil City	WLBW			Detroit	WGHP

Also through WCCO, Minneapolis, every Friday at 6:30 P. M.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

THE CUBAN TOBACCO INDUSTRY

ACCORDING to a review of Cuban Government activities on behalf of tobacco growers, by Consul H. B. Quarton, much has been accomplished in the last five years. The review which has been made public by the Tobacco Section, Department of Commerce, advises that Government encouragement to the Cuban tobacco industry has taken principally three forms: First, the establishment and extension of experimental stations; second, the regulation by executive decrees, of types, qualities and classes of tobaccos; third, favorable commercial treaties.

The central agricultural experimental station at Santiago de las Vegas, Cuba, has been rebuilt and the personnel extended. Some $65,000 was expended for the building in 1929. The provincial experimental stations, for the provinces of Pinar del Rio, Santa Clara, Camaguey, etc., have also been exceedingly active in stamping out tobacco diseases and investigating the plant varieties which thrive in Cuban soil. The experimental station of Pinar del Rio has been particularly commended by the Cuban Government for its activities in plant sanitation.

As to the second: For some years regulations have been prescribed covering the collection and curing of the better known types of Cuban tobaccos, while the lower qualities have been left unregulated. By Presidential Decree No. 183, of February 6, 1930, the regulation of the later was undertaken and exact rules prescribed for the cultivation and curing of the types of tobacco known as "hoja de semilla" and "libra de pie." In general, this conforms to that established for the better qualities.

Planters are required to use the following methods: (a) To take off the shoot or stem from the plant; (b) to cut the stems with a stick, as in the case of the varieties known as "mamones" and "capadura"; (c) drying is to take place in gallows inside of the tobacco houses; (d) the curing is to be done in the same way as other higher class tobaccos.

Further regulations have been prescribed for gathering and tying. Loose leaves are to be collected at the proper time, and are to be tied as in the case of the higher grade tobaccos.

No other methods of selection, drying, cultivation, etc., can be followed, and the methods formerly in vogue in treating the "hoja de semilla" and "libra de pie" varieties for the market, are henceforth forbidden.

As to the third, illustrating the advantages obtained from commercial treaties, special attention should be given to the treaty with Spain, which has been in force since July, 1927. The benefits of this treaty were especially obvious in 1928. Largely owing to the provisions of this treaty, Spanish purchases of leaf tobacco increased from $154,211 in 1927, to $1,996,768 in 1928. Spanish purchases of Cuban cigars and pipe tobacco also increased, but not in as great a percentage as leaf tobacco which was especially favored by the treaty. In 1929, there was a slight falling off in the total tobacco trade with Spain, but nevertheless, both years far surpass any year since 1910. The value of all tobacco products exported from Cuba to that country in 1928, amounted to $3,683,635, while in 1929, the total was only $3,062,392. However, the effects of the treaty have been beneficial to Cuba, and Spain, after the United States, may be considered one of Cuba's best buyers.

MORE ADVERTISING NEEDED FOR 1930

GEORGE EASTMAN, chairman of the board of the Eastman Kodak Company, in a statement recently gave concrete evidence of his valuation of advertising as a force in American business.

In an interview with Sturges Dorrance, president of the Dorrance, Sullivan & Company, New York, Mr. Eastman declared that he is far from convinced that American industry is facing a depression and said:

"During the fifty years the Eastman Kodak Company has been in business, there have been several times when, at the outset of one of these years, we faced what seemed to be an abnormally bad condition in general business.

"On these occasions, the question of retrenchment in our advertising has naturally come up for discussion. Our decision in each case has been, spend a little more money and do a lot more hard work."

Although Mr. Eastman is not convinced that we are even now passing through a period of serious recession the fact that there may be any question about conditions prompts his company to again adopt the policy of stressing selling and advertising activity, for in the course of his interview he said:

"I am not at all sure there is a depression facing us; but to be on the safe side, the Eastman Kodak Company is taking the same attitude that it did in 1908 and 1914.

"And just as advertising has played such a vital part in the expansion of the business of the Eastman Kodak Company, so we believe it to be a most powerful force in the building of our great American industries; in the wide diffusion and maintenance of our national prosperity."

Mr. Eastman in his interview explained that the Eastman Kodak Company has been constant advertisers in newspapers, magazines and farm papers for over forty years, and starting from a meager initial expenditure of less than $10,000 in 1888, their use of advertising as a business force has grown until they now spend well over a million dollars annually in making Eastman products known throughout the world.

"Spend a little more money in advertising and do a lot more hard work" is the keynote of Mr. Eastman's advice to American business for continued progress and prosperity in 1930.

The French commercial treaty signed recently, is also expected to benefit the tobacco industry. Commercial treaties with several other countries are also being negotiated, notably, with Germany. Germany, on account of limited native production, is said to be in a position to take larger amounts of Cuban tobacco.

News from Congress

(Continued from page 8)

increased unemployment, since if a large number of men are laid off in one industry there is no information to show whether or not any of them have secured work in other industries.

Immediately following the main census unemployment, the Government will institute a series of local surveys in "key" cities at frequent intervals with a view to gathering complete data as to trends in industry.

CIGAR PRODUCTION DECLINES IN FEBRUARY

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February, 1930, and are issued by the Bureau. (Figures for February, 1930, are subject to revision until published in the annual report):

Products	*February*	
Cigars (large)	*1929*	*1930*
Class A.....No.	241,663,120	266,916,650
Class B.....No.	41,302,870	27,505,107
Class C.....No.	144,324,828	124,105,694
Class D.....No.	9,031,108	7,129,546
Class E.....No.	1,154,281	864,776
Total.....	437,476,207	426,521,773
Cigars (small).....No.	36,014,400	34,165,013
Cigarettes (large).....No.	1,093,565	653,039
Cigarettes (small).....No.	8,062,499,320	8,465,005,417
Snuff, manufactured...lbs.	3,268,361	3,356,464
Tobacco, manufactured.lbs.	25,814,698	26,951,993

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of February:

Products	*February*	
Cigars (large)	*1929*	*1930*
Class A.....No.	7,320,845	10,668,950
Class B.....No.	221,000	271,850
Class C.....No.	912,972	1,253,050
Class D.....No.	2,000	.....
Class E.....No.	5,000	.....
Total.....	8,461,817	12,193,850
Cigars (small)..... .No.	500,000	.....
Cigarettes (large).....No.	495,000	202,000
Cigarettes (small).....No.	34,000	80,000

Tax-paid products from the Philippine Islands for the month of February:

Products	*February*	
Cigars (large)	*1929*	*1930*
Class A.....No.	12,930,450	12,126,680
Class B.....No.	196,980	158,123
Class C.....No.	121,656	57,456
Class D.....No.	500	500
Class E.....No.	640	5,100
Total.....	13,250,226	12,347,859
Cigarettes (small).....No.	74,940	164,870
Tobacco, manufactured.lbs.	40	133

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the February Statement of Internal Revenue Collections

Objects of Taxation	*First eight months Fiscal year*	
Tobacco Manufactures—	*1929*	*1930*
Cigars	$15,462,038.46	$14,917,419.08
Cigarettes	221,085,308.15	237,603,799.81
Snuff	4,755,628.26	4,859,546.94
Tobacco, chewing and smoking..	40,250,263.10	40,056,943.88

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

A. T. COMPANY ANNUAL MEETING

The annual meeting of the stockholders of the American Tobacco Company will be held on April 2, 1930, at 75 Montgomery Place, Jersey City, N. J., at 11 A. M.

The stated purpose of the meeting is to elect directors, to consider and approve the annual report of the company's operations for the year ended December 31, 1929, and to ratify and approve the actions of the officers and directors as set forth in the minutes of the meetings of the board of directors since the last annual meeting, and to transact such other business as may properly come before the meeting.

The preferred and common stock transfer books will not close, but holders of preferred and common stock, to entitle them to vote, must be of record at least twenty days prior to the annual meeting—i. e., not later than March 13, 1930.

53,000,000,000 CIGARETTES FOR AMERICAN TOBACCO COMPANY

The American Tobacco Company reports an increase of 698,210,000 cigarettes manufactured in January of this year over the same month of 1929, and has set a quota of 53,000,000,000 cigarettes to be manufactured by that company for the year 1930.

Production of the five-cent "Cremo" cigar is said also to have reached 1,100,000 a day.

Stock of the American Tobacco Company closed at 242¼ on the New York Stock Exchange last Thursday, and it is rumored in financial circles that there will be a split-up in the stock before the end of 1930.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GOLDEN GLOW:—45,678. For cigars. February 21, 1930. Hartley Cigar Co., Red Lion, Pa.

GOLD STRIPE:—45,679. For all tobacco products. February 17, 1930. George Schlegel, Inc., New York, N. Y.

D.A.V.:—45,680. For cigars. March 13, 1930. Joe Leto, Ibor City, Tampa, Fla.

TRANSFERS

SPENOLA:—21,554 (Tobacco World). For cigars, cigarettes and cheroots. Registered February 6, 1911, by Heywood, Strasser, Voigt Litho. Co., New York, N. Y. Through mesne transfers acquired by Jacob Rich, New York, N. Y., and re-transferred to Philip Hecht, Brooklyn, N. Y., February 19, 1930.

MIZZI:—19,617 (U. S. Tobacco Journal). For cigars. Registered December 13, 1897, by L. E. Neuman & Co., New York, N. Y. Through mesne transfers acquired by Stein Cigar Manufacturing Co., Philadelphia, Pa., and re-transferred to Jacob Levy, Philadelphia, Pa., March 15, 1930.

MITZI:—45,402 (T. M. A.). For all tobacco products. Registered November 5, 1928, by Stein Cigar Mfg. Co., Philadelphia, Pa. Transferred to Jacob Levy, Philadelphia, Pa., March 15, 1930.

EL TREBOW:—43,969 (T. M. A.). For all tobacco products. Registered September 30, 1924, by Mochle Litho. Co., Inc., Brooklyn, N. Y. Through mesne transfers acquired by Stein Cigar Mfg. Co., Philadelphia, Pa. Transferred to Jacob Levy, Philadelphia, Pa., March 15, 1930.

MOUNTAIN ROSE:—5987 (Trade-Mark Record). For cigars. Registered August 13, 1889, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred to Meritas Commercial Co., Inc., New York, N. Y., March 20, 1930.

STATES TAXING CHAIN STORES

Many states in the Union are becoming vitally interested in the chain store menace and legislatures are taking up bills with the intent of taxing them on a more equitable basis.

In Georgia increasing interest in anti-chain store activities has reached the point of definite action in several communities. Local merchants and business men have organized the Merchant's Co-operative Association for the purpose of stimulating a "trade at home" movement. Approximately 125 merchants attended the opening session, at which officers were elected.

In Virginia a chain store tax bill has been before the legislature, but the bill died on the calendar, the Senate and House conferees having failed to reach an agreement.

In speaking in favor the bill, Delegate Hall said the chain stores were the greatest menance that faces Virginia and the country today; he declared that where in 1920 they did 4 per cent. of the country's business, in 1928, they did 20 per cent. The chains are followed by mergers and the mergers by monopolies, he asserted. He quoted from Dr. R. S. Alexander of Columbia University, who declared that a survey of over 1000 stores showed that the prices charged by the independent stores were 5 per cent. lower than those charged by the chain stores. He asserted that the chain stores do 33⅓ per cent. of the business in Richmond, 49 per cent. of the business in Roanoke and 70 per cent. of the business in Norfolk.

The Texas House has passed the bill levying a gross receipts tax on chain stores in groups of more than five.

The Kansas legislature, which is now meeting in special session to work out a system of taxation, is going after the chain stores and before the short session is finished may evolve some legislation that will put a kink in the chain stores in that state. Harold McGugin, of Coffeyville, has sent a letter to each member of the legislature calling attention to the necessity of chain legislation and some drastic bills have already been introduced.

Senator Otto Lange, candidate for the Republican nomination for Governor of Iowa, in a recent address at Des Moines, declared that the chain stores were bad for communities, regardless of whether they were cheaper or not. He brought out that the policy of the Government was to erect tariff walls to shut out the products of cheap foreign labor, and that the policy of the chain stores is to lower the standard of living.

The Kentucky State Senate has passed a gross sales tax measure which will provide income to the state approximating $1,500,000 annually. The bill carries out legislation suggested by Governor F. D. Sampson, who recommended chain stores be curbed and forced to bear their burden of taxation. The House had previously passed the gross sales tax bill which the Governor signed last week.

The bill provides a gross sales tax of 1/20 of one per cent. on sales under $400,000 and a graduated per cent. up to one per cent. of sales over $1,000,000.

Agitation in North Carolina directed particularly against the grocery chains, is growing in volume. Almost every day brings reports of one or more mass meetings being held in towns in various sections of the state to form organizations to combat the chains. The organizations are being variously named, but a favorite seems to be "Community Builders." Most of them are being well financed. There is some indication of the agitation taking a political turn.

Governor O. Max Gardner was quizzed this week by the secretary of the Charlotte organization. He had heard that the Governor patronized chain stores, and asked him about it. Governor Gardner replied that in spending his own money he reserved the right to spend it where his judgment dictated. He continued, however, that since he had been Governor of North Carolina practically all of the food supplies for the Governor's mansion had been purchased either from Raleigh wholesale food merchants or from individual grocerymen. He expressed no opinion as to the merits of chain stores. Another incident regarded as a political move, was the announcement this week that Senator F. M. Simmons, who is a candidate to succeed himself in the election this fall is opposed to the chains. His opponent, J. W. Bailey, has expressed no views on the subject. Not all of the sentiment, however, even at the mass meetings, is against the chains. Many are telling those who are complaining to clean up and brighten up their stores, keep fresh stocks and advertise, and quite whining.

LIBRARY RECEIVED APR 21 1930

APRIL 15, 1930

VOLUME 50 No. 8

THE TOBACCO WORLD

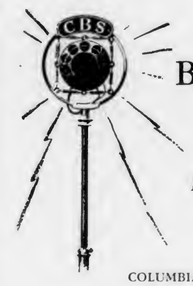
"YOU WOULDN'T TURN A DOG OUT ON A NIGHT LIKE THIS!" wailed NELL
OLD GOLD
FASTEST GROWING CIGARETTE IN HISTORY . . . NOT A COUGH IN A CARLOAD

© P. Lorillard Co.

Laugh

and the world of smokers laughs with you!

The above advertisements are sample units in a nation wide magazine and newspaper campaign which is proving to be one of the most popular and successful in OLD GOLD'S entire sales history.



BLACKSTONE CIGARS
GO ON THE AIR
EVERY TUESDAY
8 P. M., Eastern Standard Time
7 P. M., Central Standard Time
OVER THE
COLUMBIA BROADCASTING SYSTEM

EVERY TUESDAY EVENING, a tuneful, unusual program will come to you and your customers through the courtesy of Waitt & Bond, manufacturers of Blackstone Cigars.

Tune in and hear this program. It will send more and more customers to you, asking for this famous mild cigar. Give Blackstones a good display and cash in on the profit this program can bring to you.

WAITT & BOND, Inc., NEWARK, N. J

BLACKSTONE CIGARS

Baltimore	WCAO	Waterloo	WMT	Syracuse	WFBL
Boston	WNAC	Omaha	KOIL	Washington	WMAL
Buffalo	WKBW	Council Bluff	KOIL	Rochester	WHEC
Kansas City	KMBC	Philadelphia	WCAU	Harrisburg	WHP
New York City	WABC	Pittsburgh	WJAS	Minneapolis	WRHM
Oil City	WLBW	Providence	WEAN	Detroit	WGHP

Also through WCCO, Minneapolis, every Friday at 6:30 P. M.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Ask Any Cigar Retailer

He will tell you that the average customer instinctively selects his cigars out of wooden boxes, even though cigars packed in other forms of containers are always displayed in the same cigar case.

He knows that cigars packed in wooden boxes retain their original mellowness, flavor and aroma, combined with the natural fragrance of the wood.

Make it easier for the smoker, the retailer and your sales outlets by packing your cigars in wooden boxes.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 8

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, APRIL 15, 1930 — Foreign $3.50

CONFERENCE INCREASES WRAPPER DUTY

THE Tobacco Merchants Association advises that a report has just come to them that the conferees have agreed upon the wrapper duty by compromising the difference between the Senate rate and the House rate, which was 40 cents per pound, upon an increase of 17½ cents per pound. This will make the new duty $2.27½ on unstemmed and $2.92½ on stemmed wrappers.

There may perhaps still be a possibility for a reconsideration while the conference is going on, and needless to say that they will look into the situation immediately and if possible, every proper effort will be made in that direction.

At any rate, whatever further activities may be carried on, we will now have to contend only against a 17½ cents increase as against the 40 cents increase passed by the House.

MOEHLE LITHOGRAPHIC COMPANY ABSORBED

The American Colortype Company has acquired control of the Moehle Lithographic Company, of Brooklyn, manufacturers of cigar labels and bands, and their products will in the future be distributed through the American Colortype Company, according to an announcement by Edwin Lennos, president of the American Colortype Company.

The Bert L. White Company, of Chicago, has also been acquired by the American Colortype Company, and Mr. White has joined the American Colortype Company as a director of creative production and will also direct the advertising program for the company.

PARKER HEADS NEW YORK CONGRESS BRANCH

C. S. Parker, formerly in charge of sales in the Middle West for the Congress Cigar Company, has been transferred to the New York City branch of that company, to succeed Maurice Weinstein, who recently resigned.

Mr. Parker was at one time connected with the sales force of the General Cigar Company, and takes charge of the New York offices of the Congress Cigar Company with a wide experience in the cigar distributing field. Although "La Palina" is already enjoying a wide sale in New York territory, a substantial increase is confidently anticipated under the splendid management of Mr. Parker.

SANTAELLA NOW OWNS 100 PER CENT. STOCK

It was announced last week from the New York office of A. Santaella and Company that Antonio Santaella has bought all outstanding stock of A. Santaella and Company, and that A. Santaella and Company now own 100 per cent. of their stock.

NEW YORK BOARD ELECTS OFFICERS

LAST Thursday, the annual meeting of the New York Leaf Tobacco Board of Trade was held in that city, and the following officers were elected: Henry Fisher, of H. Duys & Company, president; George W. Spitzner, of C. H. Spitzner & Son, vice-president, and John A. Regan, of Cullman Brothers, Incorporated, secretary and treasurer.

The following were elected to the executive committee: Howard S. Cullman, of Cullman Brothers; Henry Fisher; G. W. Spitzner; Lee Samuels, of Rothschild-Samuels-Duignan, Incorporated; William Singer, of S. Rossin & Son; Milton Durlach, of Durlach Brothers; N. I. Bijur, of E. Rosenwald & Brother; Morton Morris, of S. Ruppin, Incorporated, and John A. Regan, of Cullman Brothers, Incorporated.

President Henry Fisher, read his annual report, which was brief and to the point, as follows:

"The Board of Trade is still functioning, cooperating with the National Cigar Leaf Tobacco Association when necessary, in the interests of our trade and the cigar manufacturers.

"Due to conferences by the committee representing the board with the Department of Agriculture, modifications have been effected with respect to the returns of tobacco on hand, so that much unnecessary work in the making of returns by the leaf dealers has been eliminated.

"Apparently all transactions between members of the board have been satisfactory as the arbitration committee has not been called upon to make any adjustments.

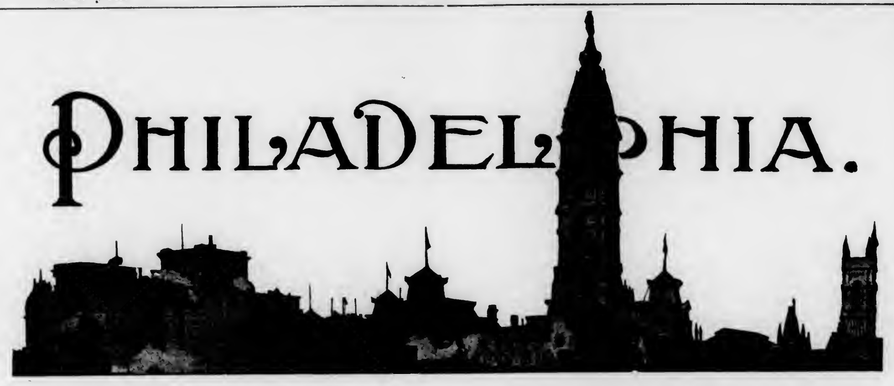
"The annual get-together dinner of the local board was held last December with a very good attendance.

"Inasmuch as advertisements appearing in the daily press would lead the public to believe that the bulk of cigars are not made in a sanitary manner, it is my belief that this organization should recommend to the cigar manufacturers to co-operatively and individually advertise to the public that cigars (whether hand-made or machine-made) are manufactured in clean factories under sanitary conditions.

"The York County Cigar Manufacturers' Association is to be complimented on its efforts in this direction as manifested in its advertisements in the trade papers."

Following the election of officers, a vote of thanks was given the trade papers for their co-operation throughout the year, and also to the firm of Rothschild-Samuels-Duignan, Incorporated, for the use of their offices for the meeting.

PHILADELPHIA.



SWICK AND FALLON IN TOWN

FRANK SWICK, of the Health Cigar Company, and Frank Fallon, the "Partagas" man, were in town on Wednesday and visited Yahn & McDonnell headquarters. Yahn & McDonnell are local distributors for their respective brands, "Sano" and "Partagas," both of which are enjoying an excellent steady sale in this territory.

Work on the new quarters of Yahn & McDonnell, at 617 Chestnut Street, is rapidly nearing completion, and the M. J. Dalton retail branch, now located at Fifth and Chestnut Streets, expects to move into the new quarters before May 15th. The Yahn & McDonnell headquarters expects to be all set in their new quarters before June 1st.

UNITED STORE DAMAGED BY BLAST

The United Cigar Store at Second and Chestnut Streets was damaged as the result of a fire in the building, of which they occupy the corner store, on Friday night, April 4th.

Preceded by a terrific explosion, which shattered practically every window in the six-story building, the fire gutted the interior of the third and fourth floors, which was occupied by a clothing manufacturer.

The plate glass windows in the cigar store were blown out but the other damage was caused by water. With their customary promptness, the store windows were replaced almost immediately and as soon as the interior of the store could be cleaned out and new stock obtained, the store was doing business as usual.

LOUIS KING APPOINTS AGENCY

The Louis King Cigar Company, of Hartford, Conn., which operates a factory here, manufacturing their "King Perfecto" brand, has appointed The Mantemach Company, advertising agency, to direct its advertising. Newspapers will be used in the New England territory.

CONGRESS APPOINTS AGENCY

The Congress Cigar Company, Incorporated, manufacturers of the "La Palina" cigar, has appointed the Lawrence Fertig Company, Incorporated, New York City, advertising agency, to direct its advertising account.

POST ACQUIRES TAMPA BARGAIN STORE

IT HAS been announced that the Post Cigar Company, Inc., will take over the business of the Tampa Bargain Cigar Shop, including the stock, fixtures, etc., on April 15th, 1930.

The Tampa Bargain Cigar Shop was owned by Abe Rendelman and Sol Cohen.

The Post Cigar Company operates cut-rate cigar stores at Second and Market Streets, and Third and Market Streets, and the Tampa Bargain Cigar Shop is located at 28 South Fifteenth Street.

RALEIGH COMBINATION INCREASES SALES

H. O. Herman, of the local branch of the Brown & Williamson Tobacco Corporation, has been putting over a combination deal on the four-ounce package of "Sir Walter Raleigh" smoking tobacco with excellent results.

The cigar and tobacco department of N. Snellenburg & Company, local department store, has been displaying the deal, which consists of a four-ounce tin of "Sir Walter Raleigh" smoking tobacco and a desk lighter for ninety-eight cents. This combination offer has been going over in a big way.

"Raleigh" cigarettes, a product of the Brown & Williamson Tobacco Corporation have also been showing a steady increase in popularity among the better class cigarettes retailing at 18 cents for a package of twenty cigarettes.

PAUL JOINS CONGRESS COMPANY

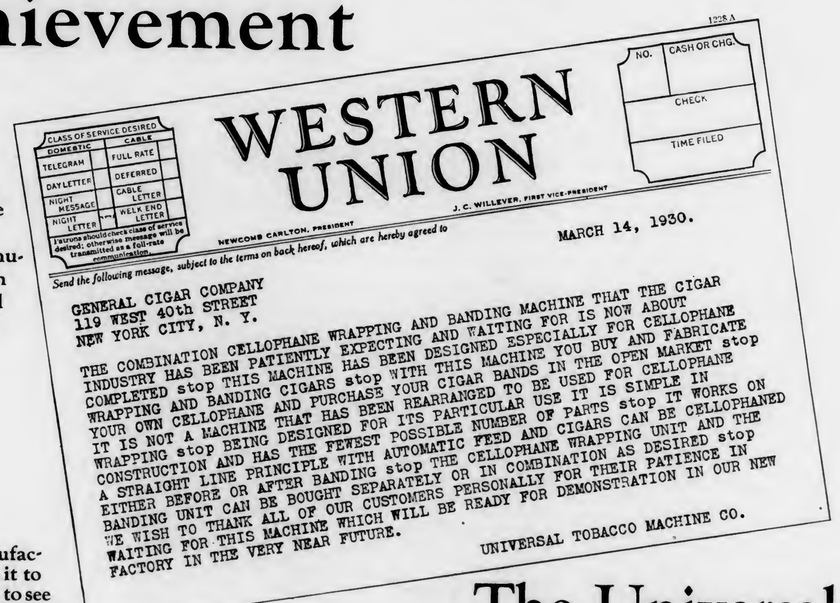
John C. Paul, who was formerly associated with the American Cigar Company, has joined the sales force of the Congress Cigar Company, and will be located in the Middle West, where he will look after the sales of "La Palina" succeeding Charles Parker, who was recently transferred to the New York territory. Mr. Paul will maintain his headquarters at Cleveland, Ohio.

HIRST RETURNS FROM INSCRIPTIONS

Harvey L. Hirst, vice-president of Bayuk Cigars, Incorporated, returned last week from Amsterdam, where he had been attending the Sumatra tobacco sales with Samuel Bayuk, president of the company. Mr. Bayuk will continue his stay in Europe for a few weeks longer.

Another Universal Achievement

Copy of Telegram Sent to the Leading Cigar Manufacturers in the United States and Canada.



WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

CLASS OF SERVICE DESIRED: DOMESTIC (TELEGRAM, DAY LETTER, NIGHT MESSAGE, NIGHT LETTER) | CABLE (FULL RATE, DEFERRED, CABLE LETTER, WEEK END LETTER)

If urgent, should check class of service desired; otherwise message will be transmitted as a full-rate communication.

NO. | CASH OR CHG. | CHECK | TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

MARCH 14, 1930.

GENERAL CIGAR COMPANY
119 WEST 40th STREET
NEW YORK CITY, N. Y.

THE COMBINATION CELLOPHANE WRAPPING AND BANDING MACHINE THAT THE CIGAR INDUSTRY HAS BEEN PATIENTLY EXPECTING AND WAITING FOR IS NOW ABOUT COMPLETED stop THIS MACHINE HAS BEEN DESIGNED ESPECIALLY FOR CELLOPHANE WRAPPING AND BANDING CIGARS stop WITH THIS MACHINE YOU BUY AND FABRICATE YOUR OWN CELLOPHANE AND PURCHASE YOUR CIGAR BANDS IN THE OPEN MARKET stop IT IS NOT A MACHINE THAT HAS BEEN REARRANGED TO BE USED FOR CELLOPHANE WRAPPING stop BEING DESIGNED FOR ITS PARTICULAR USE IT IS SIMPLE IN CONSTRUCTION AND HAS THE FEWEST POSSIBLE NUMBER OF PARTS stop IT WORKS ON A STRAIGHT LINE PRINCIPLE WITH AUTOMATIC FEED AND CIGARS CAN BE CELLOPHANED EITHER BEFORE OR AFTER BANDING stop THE CELLOPHANE WRAPPING UNIT AND THE BANDING UNIT CAN BE BOUGHT SEPARATELY OR IN COMBINATION AS DESIRED stop WE WISH TO THANK ALL OF OUR CUSTOMERS PERSONALLY FOR THEIR PATIENCE IN WAITING FOR THIS MACHINE WHICH WILL BE READY FOR DEMONSTRATION IN OUR NEW FACTORY IN THE VERY NEAR FUTURE.

UNIVERSAL TOBACCO MACHINE CO.

Cigar Manufacturers owe it to themselves to see this Machine before committing themselves to final purchase.

The Universal Cellophane-Wrapping and Cigar-Banding Machine

STARTING from scratch, and unhampered with ideas that might have been inherited from other similar devices, we have been able to design a machine that works in a straight line, in fact, the shortest distance between the two points of start and finish. This means less distance for the cigar to travel and less handling of the cigar, preserving the perfect condition of the cigar until finally wrapped. It also means greater speed and more volume.

Being simple in design and original in construction we have been able to make this machine with the fewest possible number of parts needed to do the work. This means lower upkeep and repair costs, less floor space and the use of unskilled operators.

In keeping with our policy of selling machines outright, we designed this machine so that it would fabricate the wrappers completely from a roll of cellophane. The manufacturer, after buying our machine, is obligated no further. He can buy his cellophane and bands wherever he chooses.

This machine not only wraps cigars in cellophane, but makes a good-looking package that lays flat, smooth and shapely in the box, retaining its original neat appearance until it reaches the smoker's lips. It can be sealed and wrapped so as to meet the individual requirements of each cigar manufacturer.

The Cellophane Wrapping Machine and the Cigar Banding Machine may be bought and operated separately, or in combination, as desired. They are both made with automatic feed. The cigars can be cellophaned either before or after banding.

Banding Machine only with Automatic Feed—
$2,000

Cellophane Wrapping Machine only with Automatic Feed—
$4,000

Combination Machine for Cellophane Wrapping and Banding Cigars, with Automatic Feed—
$5,500

Prices F. O. B. our Factory, Newark, N. J. Convenient Cash and Time Payment Terms in U. S. A. and Canada.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th St., New York

Allen Kauffman, Widely Known York County Cigar Box Manufacturer Claimed By Death

ALLEN KAUFFMAN, prominent cigar box manufacturer, banker, and Mason, of York, Pa., passed suddenly from life in the early evening of Saturday, March 29th. A stroke, which began shortly after 5 P. M., brought his useful life to a close a few hours later.

Services were held on Tuesday morning, April 1st, at 10 o'clock at his late residence, 228 East Philadelphia Street, York, Pa. Men prominent in the county and the cigar and cigar box industry gathered there to pay their last respects to this genial gentleman who for many years had played an important part in the growth of the community.

He was laid to rest in Prospect Hill Cemetery.

His widow, one son, Clair, and one daughter, Miss Frances Kauffman, survive him.

Mr. Kauffman was born October 21, 1861, at Stony Brook, in York County, Pa.

He attended country school for nine years and then enrolled at York County Academy. After two years of study he took charge of a country school for five months. He gave up this position to attend the Millersville State Normal School. After fourteen weeks at Millersville he again took up teaching and for nine years taught in the schools of York and Lancaster Counties.

ALLEN KAUFFMAN

Born October 21, 1861 Died March 29, 1930

Mr. Kauffman believed, however, that there was a brighter future in industry than in teaching, and in October, 1889, formed a partnership with George Sprenkel and began the manufacture of cigar boxes in an old grist mill operated by water power located in Owl Valley, near Yorkana, Pa.

This partnership continued until the spring of 1892, when Mr. Kauffman purchased the cigar box business of Thomas & Winter, of York.

February 22, 1894, he married Annie C. Smyser, the daughter of a neighbor landowner and farmer.

The cigar box business grew steadily and finally he could no longer take care of his business alone by working in the mornings, delivering boxes in the afternoon and keeping his books at night. So on April 1, 1895, he induced his younger brother Joseph to associate himself with him.

The business of A. Kauffman & Brother continued to grow and the old factory of Thomas & Winter was rapidly becoming too small. Accordingly a new factory was erected and a portion of the present plant of A. Kauffman & Brother was occupied by them in July, 1900.

The partnership continued to flourish and was incorporated in 1907.

In January, 1911, Joseph Kauffman died and two employees were then admitted to the corporation. One of these passed away six months ago and the other is still actively engaged in the business.

On January 1, 1919, Clair S. Kauffman, Mr. Kauffman's only son, became associated with the corporation and is still active in the business.

Mr. Kauffman was a charter member of the National Cigar Box Manufacturers Association, and continued as a vice-president until a year or two before his death.

He was president of the Eastern Cigar Box Manufacturers Association from the date of its organization, March 8, 1919, until April, 1927, when he declined reelection because of his health.

He was prominent in the life of York County. He was a member of the board of the Eastern Market, and also of the Carlisle Avenue Market. He served two terms in the old city Common Council of York.

For sixteen years he was a member of the York School Board and for the last four years he served as president of the board.

In addition he was vice-president of the Drovers and Mechanics National Bank of York and the president of two lumber companies in Virginia.

He was a widely known Mason and was a member of Zeredetha Lodge, F. and A. M., Yorktown Chapter, Gethsemane Commandery, Harrisburg Consistory, and Zembo Temple, A. A. O. N. M. S. He was a charter member of Sandilands Commandery and was also affiliated with the Junior Order of United American Mechanics and a member of the United Commercial Travelers.

He was an active member of Heidelberg Reformed Church and was a member of the church consistory.

The officiating ministers at the services were Dr. W. Sherman Kerschner, pastor of Heidelberg Reformed Church; Dr. J. Albert Getty, of Zion Lutheran Church, and Dr. Samuel H. Stein, pastor of Trinity First Reformed Church.

Turn this package over and

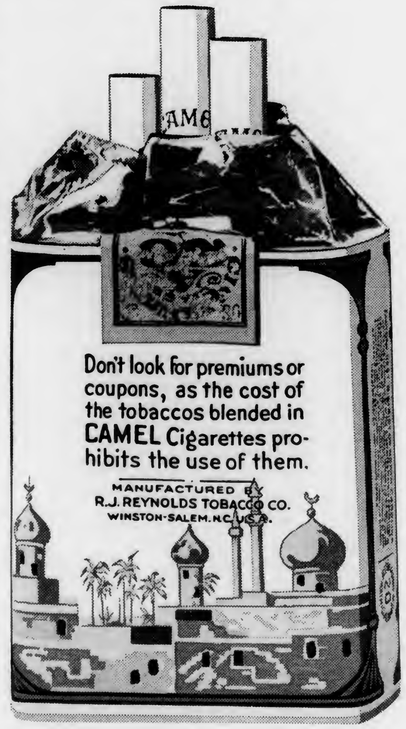
read the back

THE WORDS on the back of the package still mean what they say. No "extras," which do not contribute to the quality of the smoke, are included in the price of Camels. Just the utmost smoke-enjoyment that modern science can put into a cigarette.

That statement was on the first package of Camels manufactured and has been on every one of the billions of Camel packages sold from that day to this. When it was first written, other cigarette manufacturers were giving away flags, pictures of actresses, pictures of ball players—almost anything that would make the smoker think he was getting something *extra* for his money. The makers of Camels believed the smoker wanted a cigarette sold strictly on its merits, with all of its cost put into quality—a cigarette made of such excellent tobaccos—so perfectly blended—so mellow—so fragrant—that it would win its own way.

The vast popularity of Camels is a tribute to that four-square policy.

CAMELS
for pleasure


Don't look for premiums or coupons, as the cost of the tobaccos blended in CAMEL Cigarettes prohibits the use of them.
MANUFACTURED BY
R.J. REYNOLDS TOBACCO CO.
WINSTON-SALEM, N.C., U.S.A.

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

COMPROMISE rates of $2.275 per pound on unstemmed and $2.925 per pound on stemmed wrapper tobacco were adopted April 12 by the tariff conference committee.

The House bill provided rates of $2.50 per pound on unstemmed and $3.15 per pound on stemmed wrapper, but the Senate Finance Committee recommended continuation of the present rates of $2.10 on unstemmed and $2.75 on stemmed wrapper not mixed with filler and on filler mixed with more than 35 per cent. of wrapper, and 87.5 cents per pound on unstemmed and $1.175 on stemmed filler mixed with not more than 35 per cent. of wrapper.

When the tobacco schedule was reached in the Senate, however, both the committee recommendations and the House rates were rejected and the present law was retained. It therefore rested with the conferees to decide upon the rates to be imposed under the new act.

That the conference committee experienced some difficulty in arriving at a decision is indicated by the fact that when the tobacco schedule was reached April 11 it was laid aside and taken up the following day. Under the compromise, the rates on wrapper will be 17.5 cents per pound more than at present, but 22.5 cents less than proposed by the House.

P. O. May Charge for Directory Service

Favorable reports upon legislation authorizing the Postmaster General to make a charge for directory service upon incorrectly addressed mail matter and to provide return receipts for domestic registered and insured mail have been made to the House of Representatives by the House Post Office Committee.

In his annual report, the Postmaster General declared that the furnishing of correct addresses costs the department approximately $2,000,000 a year, intimating that some business concerns do not bother to keep their mailing lists corrected but depend upon the postal service to see that their mail matter is properly delivered. The bill would authorize a charge of two cents for each piece of insufficiently or improperly addressed mail which has been given directory service and delivered on return to the owner. It is provided, however, that when such service is given the department will furnish the mailers with information from which they may correct their mailing lists.

There has long been a demand for the provision of return receipts for domestic registered and insured mail after the matter has been deposited in the mails. The pending legislation provides that upon payment of a fee of three cents at the time of mailing, or five cents subsequent to the time of mailing a receipt shall be obtained for any registered or insured mail matter showing to whom and when the same was delivered, and upon the payment of the additional sum of twenty cents at the time of mailing, a receipt shall be obtained showing to whom, when, and the address where the same was delivered. The furnishing of the address is a new service, which officials of the department declared has been asked by representatives of many business concerns.

Government Departments May be Authorized to Advise on Mergers

Amendment of the Clayton Act so as to confer upon existing administrative agencies jurisdiction to determine in advance at the request of an industry whether or not a given agreement should be permitted to take effect without incurring the penalties of the Sherman law is expected to be recommended to Congress in the near future by the American Bar Association, which this month will take the matter up for consideration.

The proposal is designed to provide a definite procedure for the Government in dealing with mergers, in lieu of the present method by which the Department of Justice handles such cases. It is set forth in support of the change in law that it will create a constructive relationship between the Government and business, setting up a new administrative policy for violation, prevention and eliminating the deterrent influence of an uncertain law with which business cannot afford to take a chance.

Any interpretative advice by the Department of Justice or the Federal Trade Commission is now unauthorized, limited, and independently given, it is pointed out. A business acting upon the advice of the Department of Justice may later be proceeded against by the Federal Trade Commission, while a business acting upon the advice of the commission may be prosecuted by the Department of Justice. The value of such a service is illustrated by the Federal Trade Commission's trade practice conference plan, which is directed to permit business to eliminate unfair practices by trade agreements. This plan offers an effective trade remedy against such practices if the application of the anti-trust law is authoritatively defined in the circumstances.

Under present conditions, it is pointed out, concerns desiring to merge have no way of telling in advance whether the Government will consider the amalgamation as detrimental to business and therefore subject to prosecution. On the other hand, the Government has brought cases against companies for merging and the courts held that the mergers were not such as to establish a monopoly.

(Continued on Page 14)

THE SHOCK OF FACING
what your figure may become
"Coming events cast their shadows before"
AVOID THAT FUTURE SHADOW
by refraining from over-indulgence
We do not represent that smoking Lucky Strike Cigarettes will cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a trim figure.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
"It's toasted"
Your Throat Protection—against irritation—against cough.
TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.
© 1930, The American Tobacco Co., Mfrs.

Sir Walter Raleigh as impersonated by Mr. Alfred Shirley, in "The Raleigh Revue"

Sir Walter Raleigh

(in person) on the air

EVERY Friday evening from 10 to 11 E. S. T., Sir Walter Raleigh in person broadcasts the Raleigh Revue, over the WEAF coast-to-coast network of N. B. C.

Everybody will take an even bigger interest in Raleigh Cigarettes and Sir Walter Raleigh Smoking Tobacco as a result. That means increased sales for *you*.

Tune in on Sir Walter every Friday evening. Write and tell him how you like his programs.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

THE 1929 CROP OF SUMATRA TOBACCO

Commenting on the first sale of the 1929 Sumatra crop at Amsterdam, Dentz and Van der Breggen advise the Tobacco Section, Department of Commerce, that reports which came in last August and winter about the prospects of the crop were not at all exaggerated. Generally speaking and judging from the offerings, the crop will deliver large quantities of mediocre tobaccos, whereas real good Sumatra will be very rare. The principal faults in the crop are that a large percentage of the tobacco is uncured and has a raw appearance. The taste is in many instances sharp and pronounced, and yields are not so wonderful, as the second sizes are very often narrow and torn. Colors run generally green from medium to light, whereas fancy wrappers will be exceedingly scarce this year.

The sale opened at an extremely high basis for what little tobacco that was really good and such parcels were bought at prices that were higher than last year. Prices for medium and lower grade tobaccos were not excessive. In all about 2800 bales were sold in the first sale, but this quantity includes at least 500 bales that under normal conditions never would have found their way to America. Last year 3700 bales were bought in the first sale.

According to Assistant Trade Commissioner A. Brauer, Jr., an estimate of the 1929 tobacco crop of Sumatra made public by the local press places the number of bales which will be sold in Amsterdam at 234,500. This figure has been checked with various contacts, all of whom advise that the estimate is reliable due to the fact that the various plantation companies have apparently informed the press of their production. In 1928 these plantation companies produced 240,423 bales.

SCHEDULE B, STATISTICAL EXPORT CLASSIFICATION

All collectors of customs were notified, under date of March 20, 1930, that effective immediately, Class 2616, Schedule B, Statistical Export Classification reads "Perique leaf tobacco." Shippers will take notice that the change means the elimination of "Other Leaf tobacco." All types of tobacco entering into the export trade of the United States may be readily classified, for each type bears a code number. The cooperation of shippers will insure prompt passage of shipments through the ports, greatly facilitate correct tabulations of the export trade, and will enable the Government to issue correct statistics promptly. Incorrect description, code and ultimate destination of shipments will mean delay and probable embarrassment.

LUCKY STRIKE BROADCAST TWICE WEEKLY

A SECOND weekly hour of radio entertainment featuring the "Lucky Strike" dance orchestra was inaugurated Wednesday night, April 2, at 9.30 P. M. over the WJZ network of the National Broadcasting Company, Mr. George W. Hill, president of the American Tobacco Company, announced on that day. The same "Lucky Strike" dance orchestra which has established a reputation for individuality of performance and tempo through a WEAF coast-to-coast network on Saturday nights, will be used in the new hour.

In making the announcement, Mr. Hill said, The American Tobacco Company's decision to sponsor two programs a week was influenced by a principle of advertising which it follows in placing advertisements twice a week in the same newspapers for the best results. The basic principle of repetition in newspapers has long been recognized by the American Tobacco Company's advertising department.

The inaugural program Wednesday night will feature the Russian Balalaika Orchestra, in addition to the typically lively tunes "that made Broadway Broadway," played under the personal direction of Mr. B. A. Rolfe. The new signature song, "Happy Days Are Here Again," will be used for the first time to open the Wednesday program and will thereafter be the theme song for both programs.

The following are the stations in the WJZ network which will broadcast the new "Lucky Strike" program Wednesday nights.

WJZ, New York; WBZA, Boston; WBZ, Springfield; WHAM, Rochester, April 9; KDKA, Pittsburgh; WJR, Detroit; WLW, Cincinnati, April 30; KWK, St. Louis; WREN, Kansas City; KYW, Chicago, April 2.

PORTO RICAN-AMERICAN SALES INCREASE

The Porto Rican-American Tobacco Company announced last week that March sales were more than 50 per cent. larger than for the same month last year. The Porto Rican-American recently acquired control of Waitt & Bond, Incorporated, manufacturers of the "Blackstone" cigar.

R. J. REYNOLDS INCREASES HOURS

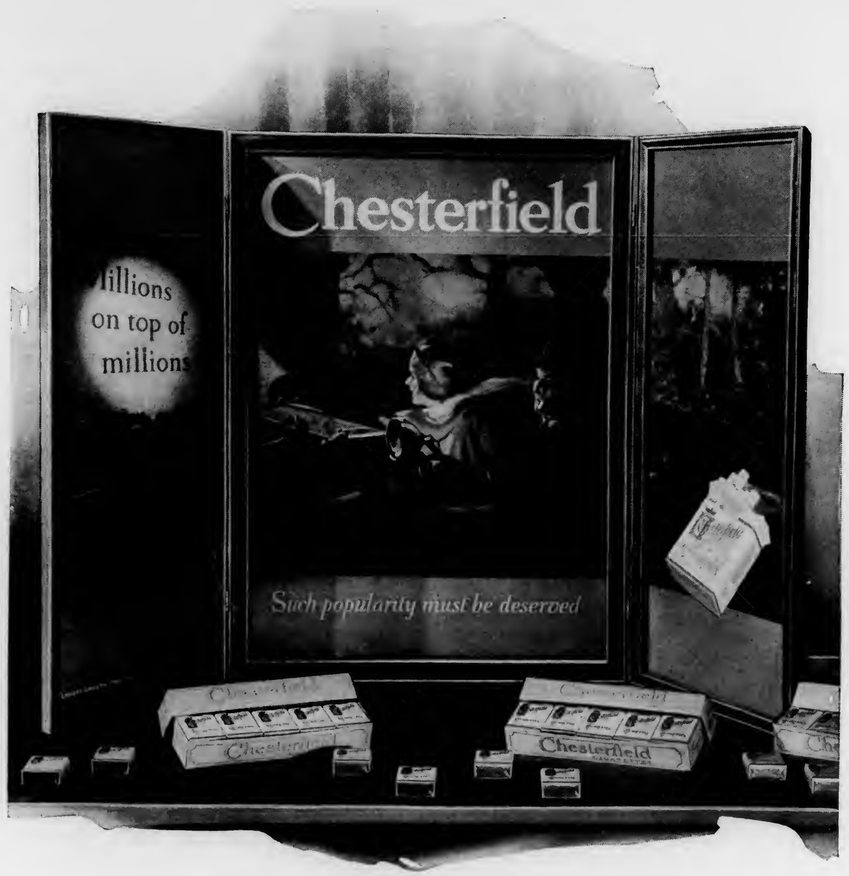
It was reported last week that the R. J. Reynolds Tobacco Company, manufacturers of "Camel" cigarettes and "Prince Albert" smoking tobacco, had increased the schedule in its cigarette plants to a ten-hour day basis. Previously the factories were operated on a nine-hour schedule.

MIDLAND METALS ACQUIRED BY REYNOLDS

It was announced last week that the Reynolds Metals Company had acquired the assets of the Midland Metals Company, of Chicago, which will be called the Midland Foil Company, and operating as a division of the Reynolds Metals Company.

DUNHILL INTERNATIONAL EARNINGS

Earnings of Dunhill International, Incorporated, for the year 1929 are reported as $5.47 a share on 141,585 shares of no par stock, as compared with $7.09 a share earned on 125,000 shares in the year 1928.



FOR APRIL

At this time of year it is well to give extra effort to window display. With more people on the streets—more potential customers to look in windows—good display is a profitable aid to dealers.

The Chesterfield screen illustrated above was designed primarily to get attention. But it is sure to win more than passing notice for it has a fresh, wholesome appeal that catches the spirit of the season with lasting effectiveness.

LIGGETT & MYERS TOBACCO CO.

... in a window it's ATTENTION!

... in a cigarette it's TASTE!

"OLD GOLD" SALES GAINING

A RECENT article in the *Wall Street News* states that with sales of "Old Gold," in the first three months of the current year, running substantially ahead of the corresponding 1929 period, together with the higher price basis being received, P. Lorillard Company will show considerable improvement in earning power in 1930.

Earnings for 1930 are estimated at from $2.50 to $3 a share on the 1,908,505 common shares outstanding, compared with net of $1,336,656, equal after preferred dividend requirements to twenty-nine cents a share on the same number of shares, reported for the year ended December 31.

In view of the company's operating the greater part of the year at the lower wholesale price level, together wtih the substantial sums expended for advertising by the entire industry, the fact that the company was able to show some profits was noteworthy.

There is no question, 1929 went far in deciding the brand "Old Gold," on which Lorillard has pinned its faith, has turned out to be a success. Provided another increase in the wholesale price of cigarettes is announced shortly, and provided the expected increase in demand materializes, 1930 will entrench the company even more firmly than at present.

Prior to 1926 the P. Lorillard Company, manufacturer of several brands of Turkish type cigarettes, cigars, little cigars and various types of tobaccos, found itself losing ground, says the *Wall Street News,* while the manufacturers of popular priced blended cigarettes were showing increasing earnings yearly. A new management decided that it should concentrate the major part of its efforts on the branch of the business which was returning substantial profits to its competitors, and which clearly showed signs of large and continued growth.

Accordingly, it introduced the "Old Gold" brand early in 1926, with the result that the brand has had a phenomenal growth, and, in three years of nation-wide distribution, sales have increased over three hundred per cent., as it was not until the beginning of 1927 that the country, as a whole, had been fully covered.

To finance this campaign, common dividends, previously paid at the rate of $3 in cash annually, were omitted and the common shares placed upon an annual basis of 8 per cent. in common stock. After three quarterly payments at this rate the stock dividends also were omitted. An issue of $15,000,000 ten-year five and one-half per cent. debentures was sold to augment working capital, dated July 27, 1927.

In the summer of 1929 additional capital was derived by the sale of common stock, which was used to liquidate indebtedness incurred in the expansion of inventory and manufacturing facilities in the previous year.

The offer of rights last summer to stockholders provided approximately $10,000,000 of additional capital, and enabled the company to close 1929 with the highest working capital shown in the past four years, or since the introduction of the new brand. The addition of this capital is reflected in the balance sheet in eliminating all bank loans and a reduction of $415,821 in accounts payable to $699,414, together with an increase in cash on hand to $10,744,896, as against $3,183,575 the year previous.

Developments in the P. Lorillard Company, in the past two years, are shown by the following comparative figures:

	1929	1928
Net earnings	$1,336,656	$1,817,428
Net earnings cm. sh.	.29	.75
Number of com. shs. ($25 par)	1,908,505	1,361,745
Funded debt	35,012,200	35,105,200
Notes payable	.....	3,000,000
Cash	10,774,896	3,183,575
Inventories	52,374,691	53,941,949
Current assets	70,541,097	63,763,129
Current liabilities	1,674,403	5,092,850
Net working capital	68,866,694	58,670,279
Profit and loss surplus	13,753,242	13,843,801

The fact that the other three large cigarette manufacturers were willing to raise the wholesale price for cigarettes is evidence that Lorillard is at least out of the woods; otherwise they would hardly have removed the pressure of low prices. The common stock of the company is currently selling around 25, compared with a 1930 high of 28⅛ and a low of 16⅛. In addition to the common stock and bonds outstanding there are outstanding 113,076 shares of 7 per cent. cumulative preferred stock. Interest requirements on bonds for 1929 amounted to $2,016,890.

T. S. A. TRENTON BRANCH INAUGURATED

ON April 3d a new branch of the Tobacco Salesmen's Association was inaugurated at Trenton, N. J. The Newark Branch, in the custody of Jack Martin, president, journeyed from Newark to Trenton via bus to witness the ceremonies and enjoy a splendid dinner served in the June Room of Hildebrecht's Hotel.

Mr. Martin acted as temporary chairman of the first meeting and conducted the election which resulted in the election of the following officers: Irving Moss, of the Hudson County Tobacco Company, president; A. D. Hanauer, first vice-president; Eugene Breyer, second vice-president; Elmer Brindley, treasurer; A. Zeis, recording secretary; Robert McCormick, sergeant-at-arms, and Joseph S. Murphy, financial secretary.

The Trenton Branch is a lusty and enthusiastic youngster with a promising future.

SCHULTE-UNITED SALES GAINING

Schulte-United Five Cent to $1 Stores, Incorporated, March sales were $1,869,228, an increase of 84.13 per cent. over March, 1929. Sales for the first quarter of 1930 were $4,883,180, a gain of 109.31 per cent. over the same quarter of 1929. The company reported ninety-seven stores in operation at the end of March, as compared with fifty stores in operation at the end of March, 1929.

Sales compare as follows:

	1930	1929
March	$1,869,228	$1,015,160
Three months	4,883,180	2,333,018

ONE DAY STRIKE IN CUBA

The executive board of the Workers' Federation of Havana, Cuba, has announced that all commercial, industrial and public services will cease to function for twenty-four hours on May 1st in order that the workers of Cuba, who are now partly disorganized may make a demonstration of their strength. Several of the largest federations and unions in Cuba are now under government suspension.

PIPE MANUFACTURERS MODIFY GUARANTEE

ALTHOUGH pipe sales have shown a considerable increase in recent years, the manufacturers claim that there is very little, if any, profit in the business due to the wide guarantee which has heretofore been given with pipes, which was necessitated by the keen competition.

Accordingly the pipe manufacturers have decided that effective today pipe guarantees will be modified as follows:

1. Pipes retailing for less than $1, because of their popular price range, can, naturally, not be expected to carry any guarantee, and, therefore, such pipes will not be replaced for any cause whatsoever.

2. The bowls of pipes retailing for $1 or more, because of the better quality of materials used in their manufacture, will be replaced by the manufacturer, provided such pipes are not mistreated by the smoker. Such adjustments will be made directly by the manufacturer to the consumer, and all complaints must be made within thirty days after date of purchase.

3. There is no guarantee on the mouthpieces for pipes, regardless of price.

Because the new guarantee says exactly what it means and means exactly what it says, the manufacturers are hopeful that the result will be a better, cleaner and more profitable pipe business.

LESAN TO DIRECT "GARCIA GRANDE"

The H. E. Lesan Advertising Agency, Incorporated, New York City, has been appointed to handle the advertising of the "Garcia Grande" cigar, manufactured by Julius Klorfein, except in the State of Michigan, where it is being handled by the McManus O'Regan Agency, of Detroit.

AMERICAN SUMATRA TO MOVE OFFICES

The American Sumatra Tobacco Corporation, having sold the building at 131 Water Street, New York City, recently, and being forced to vacate their present offices by May 1st, have leased office space in the new office building at 102 Maiden Lane and will be comfortably installed there in a short time.

C. A. WHELAN INHERITS WIFE'S ESTATE

Charles A. Whelan, former head of the United Cigar Stores Company, was the chief beneficiary named in the will of his wife, who passed away recently, it was learned when the will was filed for probate last week.

At the time of filing the will, the gross amount of the estate was undetermined.

"LUCKY STRIKES" INCREASE A BILLION

According to an announcement from the headquarters of the American Tobacco Company last week, sales of their "Lucky Strike" cigarettes showed an increase of more than a billion during the months of February and March, 1930, over the corresponding months of 1929. Sales so far this month are continuing to show a substantial increase over the same period of last year.

DEISEL-WEMMER STOCK MAY BE LISTED

Application was made last week by the Deisel-Wemmer-Gilbert Corporation, of Detroit, Michigan, for a listing of 238,095 shares of common capital stock, $10 par value, on the New York Stock Exchange.

AUTO-STROP SEEKS INJUNCTION AGAINST UNITED

SUIT WAS entered last week in the Federal Court, at New Haven, Connecticut, by the Auto-Strop Safety Razor Company, against the United Cigar Stores Company, in which the Auto-Strop Company seeks to enjoin the United Cigar Stores from selling and distributing the new Gillette razors and razor blades, which the Auto-Strop Company maintains infringe their rights and patents.

The suit is part of an action begun against the Gillette Razor Company in Delaware, and will test the validity of sales of the new Gillette razor and blades.

DES MOINES CHAINS TO BE INVESTIGATED

The Federal Trade Commission having completed its investigation of chain store activities in Cincinnati and Washington, has announced that Des Moines, Iowa, has been selected for further investigation.

Congress recently provided additional funds to carry on this work, which is being carried on in compliance with a Senate resolution asking comparative data as to the advantages of chain and other methods of distribution.

A comprehensive report is required as to whether consolidations of stores have been effected in violation of the anti-trust laws or not, and the commission is directed under the resolution to suggest legislation, if necessary, to regulate chain store distribution.

MacANDREWS AND FORBES EARNINGS

Report of MacAndrews and Forbes, manufacturers of licorice products for the tobacco industry, shows net profit for the year ended December 31, 1929, of $1,233,639 (including subsidiary companies' results from operations applicable to MacAndrews and Forbes holdings therein) after depreciation, Federal taxes, etc., which is equivalent after 6 per cent. preferred dividends to $3.24 a share on 342,000 shares of no par common stock.

This compares with $1,224,186, or $2.90 a share on 378,500 shares of common stock in 1928, after deducting subsidiary companies' losses, less interest received on loans and advances.

WALGREEN STORES REPORT INCREASE

Walgreen Company sales for March are reported as $4,415,774, an increase of $774,726, or 21.3 per cent., over sales for the same month of last year, which were $3,641,048. Sales for the three months of 1930 totaled $12,908,013, compared with $9,832,532 for the same period a year ago, an increase of 31.3 per cent. The company reports ten stores in operation on March 31, 1930.

GENERAL CIGAR DIVIDEND

The board of directors of The General Cigar Company have declared a quarterly dividend of $1 a share on the common stock of the company of no par value, payable May 1st to stockholders of record April 17th.

TOBACCO PRODUCTS DIVIDEND

The board of the Tobacco Products Corporation have declared a dividend of 51 1/10 cents on series B dividend certificates payable April 30th to holders of record April 16th.

News from Congress

(Continued from page 8)

Installment Buying a Factor in Business Depression

Installment buying has proven to be a very important factor in the industrial depression which resulted from the stock market liquidation last fall and in retarding recovery, according to William Green, president of the American Federation of Labor, appearing before the Senate Commerce Committee to discuss the unemployment situation.

The committee was informed that during the past year unemployment has been steadily mounting over the previous year, and since October it has increased from 11 to 22 per cent., due to business depression. This huge unemployment, now totalling some 3,700,000, Green said, has retarded recovery from the industrial depression of last fall.

"Installment buying," he said, "was instituted to extend to wage earners purchasing power so that the mass production industries might have customers. By mortgaging their wages, wage earners have bought things that otherwise would have been impossible. Undoubtedly installment buying has raised standards of living for many—but installment buying over-stimulated contributes a depressing force and quickly gets into difficulties through unemployment. Steady work is necessary to steady payments; the unemployed forfeit their goods and the dealers take losses."

Green pointed out that factories were producing beyond the power of the public to buy. Production, he said, increased more than twice as fast as the purchasing power of wage earners. Labor's loss through unemployment in the first three months of this year was estimated by him at approximately $1,000,000,000.

Tax Losses Overestimated

Fears of Treasury officials that taxes on 1929 incomes would be seriously reduced as a result of the stock market deflation last fall have been largely dissipated by the final tax figures for March which show income and corporation collections of $559,503,700, a reduction of $42,000,000 from last year. It had been expected that the cut would be from $50,000,000 to $70,000,000.

The large collection was attributed to the fact that apparently the 1 per cent. cut in normal tax rates did not result in the expected loss, that the stock market crash did not eat substantially into individual taxable income, and that the corporation taxes showed a very material gain, overcoming to a large extent other losses.

Officials of the Treasury are not yet in a position to predict the extent of the June 30 surplus nor to say whether the 1 per cent. tax reduction, applicable to incomes of 1929, could be extended to 1930. While revenues might justify another tax reduction, the question of business conditions for the rest of the year and of expenditures must be considered.

At the time President Hoover sent the 1931 budget to Congress last December, a surplus of $225,000,000 was estimated. This will be cut by the tax reduction, and will be further lessened by the deficiency appropriation of $100,000,000 given to the Federal Farm Board. As yet it has not been indicated what portion of this appropriation will be used prior to June 30. Treasury officials, however, think that considering all factors, a surplus of more than $50,000,000 might be anticipated.

CREDIT CONVENTION TO STUDY BANKRUPTCY REFORMS

CREDIT executives of the United States, at their annual convention at Dallas, May 12-16, will devote particular attention to the Donovan report and other proposals for revision of the National Bankruptcy Act, Dr. Stephen I. Miller, executive manager of the National Association of Credit Men, announced today.

Col. William J. Donovan, former Assistant Attorney General, whose investigation of bankruptcy administration has attracted wide attention, will address the convention on May 14, Dr. Miller said. The convention session on that day has been set apart for consideration of bankruptcy reform.

Harold H. Kase, of Rochester, N. Y., chairman of the special Bankruptcy Committee of the National Association of Credit Men, which has been conducting its study for more than a year, will follow Colonel Donovan on the program, outlining the recommendations formulated by the committee.

"The sweeping changes in bankruptcy administration suggested by Colonel Donovan are of direct concern to every manufacturer and wholesaler doing business on credit," Dr. Miller said. "After all, it is chiefly their money which is involved.

"More than a hundred local and regional credit organizations from all parts of the country will be represented at Dallas, and the convention will afford the first opportunity to see how the Donovan proposals are received by the credit interests of the country generally.

"It is to be hoped that the convention can work out a constructive legislative program, behind which the country's credit and business interests can rally."

AMERICAN ELECTS THREE NEW DIRECTORS

At the annual meeting of the stockholders of the American Tobacco Company, held on April 2d, three new directors were added to the board. They are: C. Huntley Gibson, John G. Hager and William H. Ogsbury, all representatives of the American Tobacco Company, in Richmond, Louisville and Durham, respectively. All the other directors of the company were re-elected.

At the meeting of the board of directors the following officers were elected: George W. Hill, president; Arthur C. Mower, Charles F. Neiley, Charles A. Penn, Vincent Riggio, Thomas R. Taylor, vice-presidents; Richard J. Boylan, secretary; J. Raymond Cummings, assistant secretary; James B. Harvie, treasurer; Thomas R. Taylor, auditor; Henry P. Cunningham, Fred B. Reuter, and Allan P. Turner, assistant auditors.

The shares of stock represented at the meeting, either by proxy or in person, was the greatest number ever represented at any previous meeting.

LORILLARD MAY ACQUIRE AMERICAN PLANT

Although it could not be confirmed, it is reported that the P. Lorillard Company has purchased the plant of the American Tobacco Company, located at Danville, Va., and will use the plant as a stemmery.

It is understood that the American Tobacco Company is willing to dispose of the plant, in accordance with their policy of concentrating their manufacturing at Reidsville, N. C.

PLANTING INTENTIONS OF CIGAR TYPES

ACCORDING to figures recently released by statisticians the 1920 acreage planted to filler type cigar leaf tobacco for the United States is expected to be increased 3.5 per cent. over that harvested in 1929; and binder type tobacco 17.7 per cent.; while the acreage of wrapper type cigar leaf tobacco is expected to be reduced 15.2 per cent., according to reports received from farmers on March 1, indicating their intentions to plant these crops. These intentions, however, are not a forecast of the acreage which will actually be planted but only a statement of what farmers had in mind to plant at the time they made their report.

In New England the acreage of broadleaf is expected to total 13,700 acres compared with 7400 acres harvested last year and 11,900 acres planted last year. About 4500 acres of this crop last year were completely destroyed by hail and not harvested. Stocks of this type of tobacco continue to decline and in total may not be greatly different next fall from the amount available last fall. Prices equal to those of 1929 are not to be expected, however, unless the percentage of stemming grades is much lower than usual.

The acreage of Havana seed in New England is expected to total 13,000 acres compared with 12,100 acres in 1929. The consumption of this type of tobacco has exceeded production for several years past with the resulting decline in stocks. Due to inferior quality of the crop, prices in recent years, except 1929, have been disappointing. Stocks on October 1 next are not likely to exceed twenty-five million pounds and that amount, plus a production of nineteen million pounds, would result in a total supply of forty-four million pounds, five million pounds less than the supply of last October. The outlook for good quality tobacco of this type is favorable.

The acreage of binder tobacco in southern Wisconsin is expected to increase 7 per cent. and in northern Wisconsin 11 per cent. Due to decreasing stocks the total supply is expected to be no greater than that of last fall.

It is expected that the acreage of shade grown tobacco will be reduced about 14 per cent. in New England and 17 per cent. in Georgia and Florida. Production of shade tobacco exceeded consumption in 1929 and an increase in stocks is likely to result.

TOBACCO PLANTING INTENTIONS, MARCH 1, 1930

Class and Type Name	Type No.	Acres Harvested 1929	Planting Inten's 1930 Acres
Cigar Binder	51-55	59,350	69,850
Conn. Val. broadleaf	51	7,400	13,700
Conn. Val. Hav. seed	52	12,100	13,000
N. Y. & Penna. Hav. seed	53	1,350	1,350
Southern Wisconsin	54	22,600	24,200
Northern Wis. & Minn.	55	15,900	17,600
Cigar Filler	41-45	70,650	73,100
Penna. seedleaf	41	38,150	38,550
Ohio and Ind. (Miami Val.)	42-44	30,800	33,800
Georgia-Fla. sun-grown.	45	1,700	1,550
Cigar Wrapper	61-65	12,800	10,850
Conn. Val. shade-grown.	61	8,700	7,500
Ga.-Fla. shade-grown.	62	3,900	3,250
Conn. Val. primed Hav.	65	200	100

"BEST OF THE BEST"

OP'TIMO CIGARS (VERY MILD)

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

1928 CIGAR TOBACCOS ARE THE FINEST IN YEARS—LA PALINAS ARE NOW MADE OF 1928 CIGAR TOBACCOS—EXCLUSIVELY

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

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TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
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W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

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JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

TARIFF BILL NOW IN CONFERENCE

A SPECIAL bulletin from the Tobacco Merchants Association states that under a special rule passed by the House of Representatives, the tariff bill has been referred to the conference committee for the purpose of adjusting the differences between the provisions originally passed by the House and those passed by the Senate.

With over one thousand controversial items to be thus passed upon by the conferees, it is expected that it will take four or five weeks, if not longer, before agreements can be reached on all of these items, so that it is hardly probable for the bill to be passed before May 10th.

On the other hand, it is thought in some circles that the bill may not become a law at all, by reason of the two great controversial features, to wit: the flexible tariff clause and the debenture provision, in regard to which there may either develop an irreconcilable deadlock between the two houses, or a veto by the President.

The main items of interest to the tobacco industry in regard to which there are variations between the rates passed by the House and those passed by the Senate and which are now to be passed upon by the conferees, are as follows:

Wrapper Duty—The House raised the rate 40 cents per pound, while the Senate restored the existing rate.

Cigarette Paper—The House re-enacted the present duty, while the Senate has placed it on the free list.

Cuban Parcel Post—The House repealed the existing embargo against the importation of cigars in quantities of less than 3000 in single shipments, while the Senate has reinstated the existing embargo.

Sugar—This is another item in which the tobacco industry is very much interested. The duties thereon, including maple syrup and maple sugar, were passed by both Houses at different rates, so that they will have to be adjusted by the conferees.

The following are the conferees in charge of the bill representing both Houses, namely: Conference Committee, representing the Senate, Reed Smoot of Utah, James E. Watson of Indiana, Samuel M. Shortridge of California, Republicans; Furnifold M. Simmons of North Carolina, Pat Harrison of Mississippi, Democrats. Representing the House, Willis C. Hawley of Oregon, Allen T. Treadway of Massachusetts, Isaac Bacharach of New Jersey, Republicans; John N. Garner of Texas, James W. Collier of Mississippi, Democrats.

Indentured Labor Provision

It may be added that the Senate inserted a provision prohibiting the importation of commodities produced by "Forced Labor" or/and "Indentured Labor," meaning contract labor containing "penal sanctions," which provision was subsequently amended to make this effective on January 1, 1932, so as to afford employers on the other side to change the form of their labor contracts by eliminating the "*penal sanction*" provision therefrom. This is another matter to be considered by the conference.

It is expected that the conferees will probably eliminate the entire provision, for it affects not only Sumatra wrappers but rubber and many other essential commodities which, for many years, have been produced on the other side by imported labor under contracts containing "penal sanctions."

TOBACCO ADVERTISING SHOWS INCREASE

NATIONAL advertising expenditures for cigars, cigarettes and tobacco showed another increase during March and an increase in the accumulative total, according to the Business Survey Department of Dorrance, Sullivan & Company, New York advertising agents, compiled from authoritative national records.

Total cigar, cigarette and tobacco advertising for March, 1930, was found to be $552,138 as against $457,847 for March, 1929.

The accumulative total so far for the year, including March amounted to $1,384,865, which was an increase of $70,091 over the $1,314,774 spent in the same period of 1929.

A year ago twenty-three advertisers were using national magazine space compared with twenty-five advertisers this year. A check-up on this year's cigar, cigarette and tobacco advertising showed that it was distributed as follows: Standard magazines $25,000, a loss of $10,600 over the March, 1929, figures of $35,620; Flat magazines $139,442, a gain of $27,060 over March, 1929, which was $177,383; women's magazines $69,600, a gain of $11,485 over March, 1929, which was $48,115; general and class magazines $28,197, a loss of $5439 over the March, 1929, figures and weekly magazines $289,899, a gain of $60,805 over March, 1929, which showed expenditures of $229,094.

Application of New Tariff Rates to Goods In Bond When Law Becomes Effective

It is, of course, a matter of vital importance for importers to determine just exactly what course to pursue with respect to bringing over commodities from the other side, in view of the anticipated or possible changes in the tariff rates, and so in this connection we are quoting the provision from the new tariff act governing such cases, which is virtually the same provision as that contained in the existing tariff as well as in former tariff acts, to wit:

Section 315. "On and after the day when this act shall go into effect all goods, wares and merchandise previously imported, for which no entry has been made, and all goods, wares and merchandise previously entered without payment of duty and under bond for warehousing, transportation, or any other purpose, for which no permit of delivery to the importer or his agent has been issued, shall be subjected to the duties imposed by this act and to no other duty upon the entry or the withdrawal thereof: Provided, that when duties are based upon the weight of merchandise deposited in any public or private bonded warehouse, said duties shall, except as provided in section 562 of this act (relating to manipulating warehouses), be levied and collected upon the weight of such merchandise at the time of its entry."

It will thus be seen that as regards commodities on which a higher rate of duty is anticipated or may possibly be enacted, the safest thing to do is to have the goods brought over and kept in bond so that they might be released at a moment's notice, while on the other hand, those goods upon which the tariff is likely to be reduced or entirely eliminated, should be withdrawn only from hand to mouth as they may be needed, for there will be no refund of the duties paid before the act becomes effective, i. e., on the day after it is signed by the president.

TOBACCO INDUSTRY IN PHILIPPINE ISLANDS

REVIEWING the annual trade of the Philippine Islands for 1929, Trade Commissioner Howard, in a report to the Tobacco Section, Department of Commerce, advises that the cigar factories were not as active during 1929 as they were during the preceding year and their total production decreased from 327,880,000 in 1928 to approximately 294,800,000 in 1929. Cigar exports were not so large during the year under review as the preceding year, and the trade with the United States was approximately 14 per cent. less. Total exports for the year are estimated at 190,800,000 cigars, of which approximately 155,000,000 went to the United States. These figures show a decrease to the United States of approximately 24,000,000 compared with 1928 and about 5,000,000 less to other markets. Because of decreased export demand for Philippine cigars during the past year, several of the smaller cigar factories in Manila closed down and it is possible they will not reopen until foreign markets improve. Local consumption of cigars for the year is estimated to be approximately 104,000,000 as compared with 106,000,000 in 1928.

The manufacture of Philippine cigarettes fell some 36,000,000 from the previous year, the estimated total local output for 1929 being 4,427,000,000. Sales of American blended cigarettes showed excellent gains during the year as compared with any previous period. Imports from the United States are estimated at about 1,100,000,000 compared to 709,000,000 in 1928, a gain of 391,000,000 or about 55 per cent. Tax legislation which would have further handicapped the sale of American cigarettes was again proposed during the year, but did not get out of legislative committee.

The tobacco crop for 1929 in addition to being of much better quality than that of the previous year was about 3 per cent. larger, but the fact that a larger than usual quantity of the 1928 crop was reported to have turned out to be unsalable reduced considerably the leaf tobacco available for export and local manufacture. Notwithstanding the lower total supply, exports of leaf tobacco increased in value from $3,029,500 in 1928 to approximately $4,185,000 in 1929. This shortage of good quality leaf tobacco caused an increase in price for both the 1929 crop and the better quality stocks held over from previous crops. There is considerable discrepancy among the figures of exports of leaf tobacco during the past year from unofficial sources, but those obtainable estimate that the amount exported ranges from 20,000 to 22,000 metric tons. It is estimated from official sources that 204,000 acres of tobacco were planted during 1929 as against 198,900 the previous year and the production was 3 per cent. larger or approximately 45,420 metric tons of tobacco leaf with an estimated value of $5,230,000. The low prices of Philippine products seem to have stimulated the individual manufacture of cigars and cigarettes for home consumption. While it is yet too early to venture an estimate of the coming new crop, reports from tobacco districts indicate that seedlings are doing well and it is quite likely that a larger area will be planted, due primarily to the very satisfactory weather conditions which have prevailed up to the present.

PARK & TILFORD EARNINGS

Park & Tilford report for 1929 net profit of $1,001,129, after interest and Federal taxes, as compared with $1,235,452 for the year 1928.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

THE CUBAN CROP OF 1929

The National Tobacco Defense Commission of Cuba has released figures on the 1929 Cuban tobacco crop. The statistics were compiled by the Cuban Army and it is claimed by the Commission that they are fairly accurate.

These data as submitted to the Tobacco Section, Department of Commerce, by Assistant Commercial Attache Albert F. Nufer are as follows:

Districts	*Wrapper* Pounds*	*Filler Pounds*
Vuelta Abajo	965,452	22,979,864
Semi-Vuelto	130,106	4,779,493
Partido	1,653,890	1,356,603
Remedios	.....	33,219,883
Oriente	.....	3,572,219
Total	2,749,448	65,908,062

* Figures are based on stripped tobacco.

ATLANTIC CITY COMPANY IN DIFFICULTIES

Jacob and Harry Gassman, salesmen, of Atlantic City, trading as the Gassman Tobacco Company, were adjudged bankrupt in the United States District Court in Trenton, N. J., last week after filing voluntary petitions.

Jacob Gassman listed liabilities of $104,794.55, with $67,000 in mortgage bonds, and assets of $900, while his partner recorded liabilities of $35,994.55 and assets of $600. The claims against the company were noted at $35,969.55 and its assets at $183.34.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MID-YORK CLUB:—45,685. For cigars, cigarettes and smoking tobacco. April 4, 1930. Faber, Coe & Gregg, Inc., New York, N. Y.

MID-YORK:—45,686. For cigars, cigarettes and smoking tobacco. April 4, 1930. Faber, Coe & Gregg, Inc., New York, N. Y.

TRANSFERS.

TALKER:—14,046 (U. S. Patent Office). For cigars. Registered February 18, 1908, by C. B. Henschel Mfg. Co., Milwaukee, Wis. Transferred to the Consolidated Litho. Corp., Brooklyn, N. Y., March 8, 1930.

LA PHILAROSA:—18,752 (Trade-Mark Record). For cigars. Registered February 10, 1898, by Witsch & Schmitt, New York, N. Y. Transferred to M. D. Neumann & Co., Inc., New York, N. Y., and re-transferred to Benjamin Kane, Philadelphia, Pa., October 3, 1925.

EMPIRE STATE:—1,956 (Legal Protective Association). For cigars. Registered June 24, 1885, by Sturo & Newmark and acquired by E. Popper & Co., Inc., New York, N. Y., from E. Kleiner & Co., Inc., successors to the original registrants.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., for April 1, 1930.

State of Pennsylvania, County of Philadelphia, } ss.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.

Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

Managing Editor—None.

Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent. or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given, also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B. HANKINS,
Business Manager.

Sworn to and subscribed before me this 31st day of March, 1930.

W. KING ALLEN,
Notary Public.

My commission expires January 22, 1933.

SCHULTE RETAIL EARNINGS DECREASE

ACCORDING to the *Wall Street Journal,* report of Schulte Retail Stores Corporation (holding company) and subsidiaries for the year ended December 31, 1929, shows net profit of $1,072,211, after charges, which is equivalent, after 8 per cent. preferred dividend requirements, to 28 cents a share on 1,138,711 shares of no par common stock.

These figures do not include equity of $657,782 in earnings of Schulte Real Estate Company, Incorporated. In 1928, net profit after Federal taxes was $4,525,711, which was equivalent, after preferred dividends, to $3.33 a share on 1,133,058 common shares then outstanding.

After payment of cash dividends on preferred and common shares, there was a deficit in 1929 of $671,015, comparing with deficit of $147,120 in preceding year. Company charged out adjustments of $1,468,912 against profit and loss surplus account in the past year, reducing that item to $4,111,667 on December 31, 1929, as compared with $6,319,429 at close of 1928.

Consolidated income account of Schulte Retail Stores Corporation, including all wholly owned corporations, except Schulco Company, Incorporated, for year ended December 31, 1929, compares as follows:

	1929	1928
Net from operation	.....	$2,390,414
Other income	.....	2,853,297
Profit	$1,072,211	$5,243,711
Federal taxes	.....	718,000
Net profit	$1,072,211	$4,525,711
Preferred dividends	753,818	753,760
Common cash dividends	989,408	3,919,071
Deficit	$671,015	$147,120

Consolidated balance sheet of Schulte Retail Stores Corporation, all wholly owned corporations, except Shulco Company, Incorporated, as of December 31, 1929, compares as follows:

ASSETS.

	1929	‡1928
Real estate, etc.	$2,013,968	*$6,026,818
Fixtures and imp.	1	147,220
Investments	13,341,830	13,120,125
Mortgage rec.	2,071,603	2,538,417
Cash	1,368,462	5,092,498
Accounts receivable	1,356,762	1,373,089
Inventories	5,624,551	5,273,483
Rents, unexp. ins., etc.	460,411	465,755
Leaseholds, etc.	1	.....
Goodwill, etc.	1	1

LIABILITIES.

Total	$26,237,590	$34,$37,406
Preferred stock	$9,425,000	$9,425,000
Common stock	†9,609,013	13,849,071
Accounts payable	2,088,849	2,126,610
Securities from ten., etc.	854,480	695,822
Surplus and reserve	4,260,248	7,940,903
Total	$26,237,590	$34,037,406

*After depreciation. †Represented by 1,138,711 no-par shares. ‡Including results of operations of all wholly owned corporations and 85 per cent. of B. G. Davis & Company, cigar factories, but excluding Shulco Company, Incorporated, and Schulte Real Estate Company, Incorporated.

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MAY 1, 1930

VOLUME 50 No. 9

THE TOBACCO WORLD

AUTOKRAFT BOX CORP.

Its Only A Short Time Since The NEW AUTOKRAFT WOODEN CIGAR BOX Was Introduced

Some of the largest and most progressive cigar manufacturers recognizing this distinctive creation have better packed, and distributed in this preferred box over 750,000,000 cigars, because it is the most economical and practical package for cigars.

It gives maximum protection and presents the finest and most artistic package possible.

THE NEW AUTOKRAFT WOODEN CIGAR BOX
THE
BETTER CIGAR BOX

Manufactured and Distributed by the

Phila., Pa. Hanover, Pa. Cincinnati, Ohio. Kansas City, Mo.

AUTOKRAFT BOX CORPORATION
LIMA, OHIO
YORK, PA.

St. Louis, Mo. Chicago, Ill. Detroit, Mich. Hopkinsville, Ky.

A NATIONWIDE SERVICE

AUTOKRAFT AUTOKRAFT

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all
nothing satisfies like
a good cigar

Cigars Are Usually Bought In A Hurry

Cigar smokers, as a whole, haven't the time to go groping around trying to select a cigar. They want to see the shape, size and color of a cigar at a glance. And they want to know that the cigar still retains its original freshness and aroma.

Watch the average smoker as he rushes up to the cigar counter, grabs his favorite cigar out of his favorite box and goes on his way.

Make it easy for smokers by packing your cigars in wooden boxes, and incidentally you are making it easier for the retailer and your sales outlets.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 9

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, MAY 1, 1930 — Foreign $3.50

THE TARIFF BILL SITUATION

A SPECIAL BULLETIN from the Tobacco Merchants Association, dated April 21, in reference to the Tariff Bill now before Congress, states:

"The conferees have finally finished all the rate schedules, with the exception of sugar, lumber and silver, which, by special arrangement, are to be separately voted upon in the House.

"The conferees have, at the same time, also agreed not to reopen any of the schedules. However, this agreement notwithstanding, they can always reopen any matter by *unanimous* consent. The conferees are now proceeding with the administration provisions of the bill, including 'The Debenture and Flexible Tariff' clauses, which are likely to cause an irreconcilable deadlock, or if they should be passed as adopted by the Senate, are likely to be vetoed by the President.

The Wrapper Duty

"After sixteen months of unceasing and unabating nerve-wracking battling, the presentation of an overwhelming volume of testimony, the submission of one brief after another, one argument after another, the transmission of countless telegrams and the circularization of thousands upon thousands of pieces of literature, bulletins and circulars, the cigar business has been saddled with an additional burden of approximately one million dollars a year upon the six million pounds of Sumatra imported annually by the industry.

"That this result is painfully disappointing to the T. M. A. as it must be to the trade in general, need hardly be emphasized. The result is indeed doubly disappointing when we bear in mind that we not only won our case, in the first instance, before the Ways and Means Committee after a most sharply contested hearing, but that likewise the two days' hearing before the Senate Finance Committee resulted in a complete victory for the industry; and finally, at three distinct battles on the floor of the Senate, the vote in each case by almost two to one was registered against any increase. Surely this record furnishes most conclusive proof that the cigar industry has presented an unattackable and unassailable case of unquestionable merit, and yet this most regrettable 'compromise verdict.'

The Shade Growers' Demands

"However, there is considerable comfort to be derived from the fact that, with the air being permeated with the 'Farm Relief' atmosphere, coupled with the unmistakable sentiment in Congress to raise the tariffs on all agricultural products, the industry might have fared much worse than it did.

(Continued on Page 16)

COURT NULLIFIES JOBBING AGREEMENT

ON TUESDAY of this week the Wisconsin Supreme Court ruled that exclusive selling agreements between cigar manufacturers and jobbers constitute a monopoly, and are therefore null and void.

The decision was hailed by newspapers in that territory as smashing what was termed the cigar trust in Milwaukee. The parties to the so-called monopoly are the Lewis and Leidersdorf Company, Milwaukee jobbers of smokers' articles; the General Cigar Company and the G. H. P. Company, corporation of Wisconsin, New York and Delaware.

It is claimed that the Lewis Company had an agreement with the other companies whereby the latter would sell exclusively to the Lewis Company in Milwaukee, and retailers in Milwaukee who desired to sell the products of the General and G. H. P. Companies had to buy through the Lewis Company.

The defendants contended that there was no monopolization of the cigar and tobacco selling industry in Wisconsin, and that operations were confined only to the Milwaukee area. They also contended there was no attempt at price fixing, and, therefore, the agreements were not of a monopolistic tendency.

AMERICAN INTRODUCES NEW BRAND

The new cigar brand of the American Cigar Company, "Pall Mall," was placed on display in New York City last week, and much favorable comment was heard throughout the trade as to the quality and striking appearance of the brand and the package.

The "Pall Mall" cigar is packed in a full cedar box with red labels, which bear a close resemblance to the well known "Pall Mall" cigarettes. The cigars themselves are wrapped in cellophane, made in four uniform sizes only, and contain only the finest Havana filler, and selected shade wrappers.

All four sizes are of the same general shape, blunts, and retail at two for a quarter, fifteen cents, three for fifty cents and twenty cents straight.

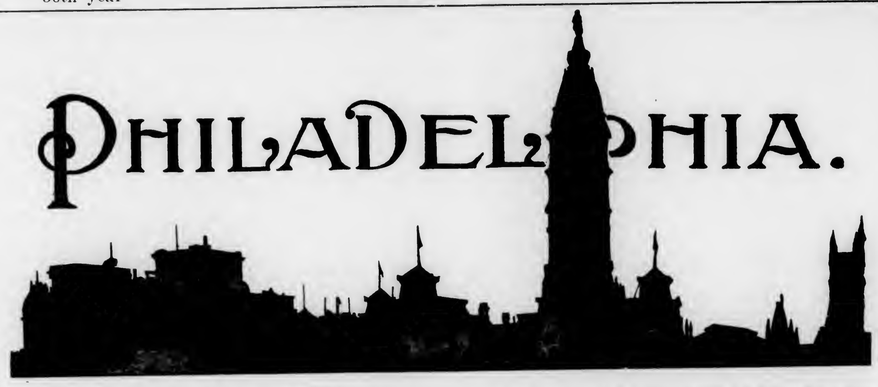
The Philadelphia trade is anxiously awaiting the supply for this territory, and a jobber here has already obtained the exclusive distribution and expects to have a stock for distribution by June 1st.

NEW EXPERIMENT STATION FOR TENNESSEE

Representative Reese, of Tennessee, introduced a bill in the House of Representatives last week calling upon the Secretary of Agriculture to establish and maintain a tobacco experiment station at or near Greeneville, Tenn.

He stated that at the present time such a station is badly needed by tobacco growers of that section.

PHILADELPHIA.



"BLACKSTONE" BUSINESS FAR AHEAD

YAHN & McDONNELL CIGARS, distributors of the "Blackstone" cigar in this territory, report that sales on this brand have shown a decided increase in the past few weeks, and business on this brand at the present time is far ahead of that enjoyed here for the past several years. Mr. Brogan, president of Yahn & McDonnell, attributes this increase partly to the high quality of this brand and partly to the fact that they were among the first to adopt the use of cellophane wrapping.

"Blackstone" and "Optimo" cigars have always been among the leaders in this territory and it is very gratifying to have these two quality brands forge steadily ahead in the face of present business conditions throughout the country.

WAGNER BUSINESS CONTINUES GOOD

At the offices of John Wagner & Son, 233 Dock Street, distributors of imported and high-grade domestic brands, business is reported as very good on the "Don Sebastian," "Haddon Hall," "Villazon," and Benson & Hedges brands, which they distribute. The imported line is also moving very good, and all in all, they are very well satisfied with business at the present time.

Recent visitors reported in town are Mr. Saunders, of the Cortez Cigar Company; Mr. Freeman, of the Medal of Honor Cigar Company; Frank Fallon, of the Partagas factory, and Frank Swick, of the Health Cigar Company.

MANNIE PEREZ A VISITOR

Mannie Perez, of Marcelino Perez & Company, Tampa manufacturers of clear Havana made in bond cigars, was a recent visitor in the North, attending the meeting of the board of directors of Benson and Hedges, Incorporated, of New York City, and of which he is a member.

Mannie found time to run over to Philadelphia for a visit among the trade and found the demand for his brands holding up well.

He is now back at Tampa headquarters where he is looking after the production on the fine bunch of orders he gathered in while in the North.

BAYUK PHILLIES WIN BOWLING CUP

THE PHILADELPHIA Cigar Manufacturers' Bowling League wound up their 1929-1930 season last Saturday night, with their annual banquet, held in the Elks' Club, with more than one hundred members of the league, and guests, in attendance.

At the end of the first half of the season the Bayuk Phillies were the winners, and the Harvester team (Consolidated Cigar Corporation) were the winners of the second half.

However, in the playoff, held last week, the Bayuk Phillies carried off the honors, thus giving them possession of the beautiful silver cup, which was donated by the Leschey-Meyers Cigar Box Company, and which was won the previous two years by the "Cinco" team. However, with the removal of Webster Eisenlohr headquarters from Philadelphia to New York City, a short time ago, serious losses were caused to the ranks of the "Cinco" team and they were unable to retain the cup this year, which would have given them permanent possession of the cup. The cup must be won three consecutive years in order to become the permanent property of a team.

Awards were made at the banquet by Mr. Pollock, of the G. H. P. Cigar Company, and each of the members of the Bayuk Phillies team was presented with a handsome fountain pen desk set. The team is comprised of the following: E. Hirst, A. N. Hirst, F. Newhopper, W. Bodie, Johansen, Quigley, Weber and First.

Other individual awards were made to Webb, of the "El Producto" team, for the highest average score of 175; Johnson, of the "Cremo" team, for the highest three game score of 649; Stone, of the Harvester team, for the highest single game score of 256, and Boyce and Dougherty, of the "Cinco" team, won the two-man cash tournament prize with a score of 1460.

The banquet was attended by many men prominent in the industry, including William N. Leschey, of the Leschey-Meyers Cigar Box Company; Mr. LaCamp, of the Brunhoff Manufacturing Company, and V. Anderson, of Banes & Mayer, Philadelphia, lithographers.

CONGRESS CIGAR EARNINGS

Congress Cigar Company reports for the March quarter net income of 267,288 against $461,386 in the first three months of last year. In the first 1930 quarter the company earned 76 cents a share on 350,000 no par shares, as compared with $1.32 a share earned in the corresponding period of last year.

An Important Announcement

Present Prices and Prices To Become Effective July 1, 1930

Model	*Universal Machines and Devices*	*Prices to June 30, 1930*	*Prices After June 30, 1930*
M	Stripping and Booking Machine and (P) Folding Chair	$ 525.00	$ 550.00
L	Scrap Bunch Machine (Positive Plunger Type), Posture Chair, Individual Drive and ⅙ H.P. Motor	950.00	1000.00
S	Long Filler Bunch Machine (Standard Type), Two Posture Chairs, Individual Drive and ⅙ H.P. Motor	1650.00	1750.00
S-2	Long Filler Bunch Machine (Cross-Feed Type), Two Posture Chairs, Individual Drive and ⅙ H.P. Motor	2100.00	2200.00
T	Long Filler Bunch Machine (Blending Type), Two Posture Chairs, Individual Drive and ¼ H.P. Motor	2000.00	2100.00
A	Cellophane Wrapping Machine equipped with Automatic Feed, Individual Drive and Motor	4000.00	No Change
B	Banding Machine equipped with Automatic Feed, Individual Drive and Motor	2000.00	" "
A-B	Cellophane Wrapping and Banding Machine equipped with Automatic Feed, Individual Drive and Motor	5500.00	" "
R	Automatic Cigar Rolling Machine, Posture Chair, Individual Drive and Motor (As the Model R Machine when installed in your factory will require *Extra Equipment*, consisting of a Suction Fan with Piping, we will when called upon furnish you with installation information for *this equipment*.)	7500.00	" "
—	Individual Drive Equipment for Model M (No Motor)	55.00	" "
—	¼ H.P. Motor Fully Equipped for Models M or T	45.00	" "
—	⅙ H.P. Motor Fully Equipped for Models L or S	35.00	" "
—	Individual, Direct-Connected Motor-Driven Suction Fan for Models L, S or T Machines	75.00	" "
—	Suction Binder Table for Model L, S or T Machines	50.00	" "
C-3	Three Plate Wrapper Register	95.00	" "
J	Leaf Counting Device	50.00	" "
W	Butt Cutting Device	15.00	" "
P	Folding Chair for Model M Machine	25.00	" "

Orders placed with us up to and including June 30, 1930, for delivery prior to January 1, 1931, and in connection with which definite delivery instructions must be given to us prior to October 1st, will be accepted at our present prices.

Prices F.O.B. our Factory, Newark, N. J. Convenient Cash and Time Payment Terms in U.S.A. and Canada

Universal Tobacco Machine Co., 40 East 34th St.., New York

BAYUK INCOME INCREASES

REPORT of Bayuk Cigars, Incorporated, for the first quarter of 1930 shows net income of $143,322, after Federal taxes and depreciation, equivalent, after dividend requirements on 7 per cent. preferred stock, to 76 cents a share on 94,951 no par shares of common stock.

This compares with $135,177, or 59 cents a share, on 98,848 common shares in the first quarter of 1929.

Louis Kramer and Harry Wurman, of Bayuk Cigars, returned from Porto Rico this week, after a visit to the island in the interest of their company.

TOM ALLELY LEAVES EISENLOHR

Tom Allely, one of the best known salesmen in this territory, who joined the Webster Eisenlohr, Incorporated, forces a few months ago following his withdrawal from the Union Tobacco Company, where he held the position of district representative, has resigned from the Webster Eisenlohr forces and joined the Porto Rico Pale Dry Company as sales manager.

The Porto Rico Pale Dry Company, while comparatively a new firm in the ginger ale field, is putting out an excellent high quality product and Tom has succeeded in making some excellent placements of their products.

You can now procure Porto Rico Pale Dry and Porto Rico Lime in the stands of one large chain and also in the dining cars of one of our well known railroads. Sales of the Porto Rico Pale Dry Company have shown an astonishing increase since Tom put his shoulder to the wheel, and as the busy season is just approaching, prospects for a splendid business look bright.

DALTON IN NEW QUARTERS

Last week saw the end of the old established stand of M. J. Dalton & Company, which has been located at Fifth and Chestnut Streets for many years, and which has always enjoyed a high-class trade among the downtown bankers and office workers.

The M. J. Dalton Company is now comfortably located in their new quarters in the recently renovated building at 617 Chestnut Street, where they have ample window space for their always splendid display of their merchandise, and with a spacious humidor in the rear of the store.

Window displays this week feature their own brands "Kenley" and "As You Like It," in many fine sizes.

The Yahn & McDonnel distributing headquarters will occupy the balance of the building by May 15th, with their offices on the second floor, and the rest of the building occupied as stock rooms and shipping department.

ZIFFERBLATT TO MOVE FACTORY

G. Zifferblatt & Company, manufacturers of the "Habanello" brand, which has been showing a steady increase in demand throughout the several sections of the country where it has been introduced, has found it necessary to seek larger quarters in order to produce enough "Habanellos" to satisfy the demand and will accordingly move their factory equipment from 324 North Ninth Street, their present location, to the factory building on South Third Street, near Spruce Street, just as soon as the necessary alterations and improvements can be made to the building there.

OLD GOLD PRESENTS SCREEN STAR

CATHERINE DALE OWEN, beautiful Southern actress, who starred alongside Lawrence Tibbett in his famous color-talkie, "The Rogue Song," had a few words to say to radio fans when she appeared in the "Old Gold" Hour with Paul Whiteman and his band, Tuesday night, April 29th, over the nationwide network of the Columbia Broadcasting System.

Miss Owen is considered one of the most promising actresses both on the legitimate stage and on the screen. She has already made a name for herself on Broadway, and her latest picture, "Strictly Unconventional," is expected to put her among the foremost of screen favorites.

As musical background for Miss Owen's appearance in the "Old Gold" Hour, Whiteman selected several catchy songs. One, entirely new, was "When the Little Red Roses Get the Blues for You," one of the hits in the Warner production, "Hold Everything." In addition he rendered the classical "Liebestraum" in fox trot tempo, and to offset this with Cadman's celebrated composition, "Land of the Sky Blue Water."

This program marked the beginning of the Daylight Saving Time period in the East and some Mid-Western cities and therefore was put on the air at 9 o'clock Eastern Daylight Saving Time, or 8 o'clock Eastern Standard Time.

The "Old Gold"-Paul Whiteman Orchestra broadcasts each Tuesday evening through the following stations of the Columbia Broadcasting Company's coast-to-coast hook-up: WADC, Akron; WCAO, Baltimore; WNAC, Boston; WKBW, Buffalo; WBBM, Chicago; WKRC, Cincinnati; WHK, Cleveland; WGHP, Detroit; WOWO, Fort Wayne; KMBC, Kansas City; WABC, New York City; WLBW, Oil City, Pa.; KOIL, Omaha; WCAU, Philadelphia; WJAS, Pittsburgh; WEAN, Providence; KMOX, St. Louis; WFBL, Syracuse; WSPD, Toledo; WMAL, Washington; WHP, Harrisburg; WFBM, Indianapolis; WHEC, Rochester; WKBN, Youngstown; KSCJ, Sioux City; WMT, Waterloo, Iowa; WFIW, Hopkinsville; WBCM, Bay City; WISN, Milwaukee; WCCO, Minneapolis; WGST, Atlanta; WTAR, Norfolk; WDBJ, Roanoke; WBRC, Birmingham; KTRH, Houston; WREC, Memphis; WLAC, Nashville; WDSU, New Orleans; KRLD, Dallas; KLRA, Little Rock; KFJF, Oklahoma City; KTSA, San Antonio; WIBW, Topeka (week of February 4, alternate weeks); KFH, Wichita (week of January 28, alternate weeks); KLZ, Denver; KHJ, Los Angeles; KOIN, Portland; KDYL, Salt Lake City; KFRC, San Francisco; KVI, Seattle-Tacoma; KFPY, Spokane.

PRESIDENT HOOVER MAY ATTEND JUBILEE

Extensive preparations are being made for the celebration of Red Lion's Golden Jubilee to be held at Red Lion, Pa., next June, and a committee composed of T. E. Brooks, president of the York County Cigar Manufacturers' Association, spokesman; W. J. Neff, Arthur S. Ziegler, Robert E. Glenn and N. Neiman Craley, have been appointed to go to Washington and extend an invitation to President Herbert Hoover to attend the celebration.

Congressman Franklin Menges, of the Twenty-second Pennsylvania District, has arranged an audience with President Hoover for the committee, and hopes are high that the President will be able to attend.

"THE SHADOW which pursues us all"
[John Greenleaf Whittier, 1807-1892]

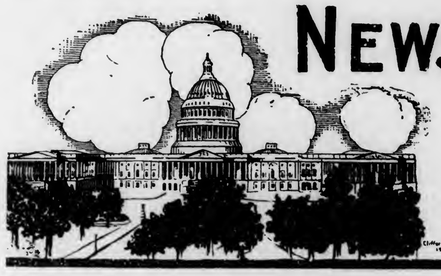
AVOID THAT FUTURE SHADOW
by refraining from over-indulgence, if you would maintain the modern figure of fashion

We do not represent that smoking **Lucky Strike** Cigarettes will cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a **Lucky**" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a trim figure.

© 1930, The A.T.Co., Mfrs.

"It's toasted"
Your Throat Protection—against irritation—against cough

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

REPEAL of the statute prohibiting the importation of cigars or cigarettes in lots of less than 3000 will finally be effected after several years of successful opposition by the tobacco industry, if the Senate agrees to the report of the tariff conference committee.

Elimination of this prohibition was required by Cuba as a condition to the consummation of an agreement for the interchange of parcel post matter with the United States. The necessary legislation was introduced in Congress several times, but the opposition of the domestic cigar manufactures was sufficient to prevent its enactment.

In writing the tariff bill the House of Representatives provided for repeal of the statute. The Senate, however, struck this provision out of the measure, and it was left to the conference committee for final decision. That committee, after considerable discussion of the matter, agreed to retain the repeal provision, the Senate conferees withdrawing their opposition.

The only way in which the repeal can now be prevented from going through is for the Senate to reject the conference report, which is extremely unlikely to be done.

The conferees also have agreed to retention of the present rate of duty on cigarette papers, placed on the free list by the Senate.

F. T. C. May Change Attitude Toward Trade Practice Conferences

Radical changes in the attitude of the Federal Trade Commission toward the so-called codes of ethics adopted by various industries are expected to be announced in the near future.

Approval of a number of these trade practice agreements is likely to be withdrawn by the commission, which is understood to have been advised that the rules were contrary to the Sherman law.

Rumors of possible changes in the commission's policy have been in circulation for some time, and it is known that the matter has received serious consideration by members of the commission. Basis has been given the suggestion by recent intimations that the rules drawn up by an important industry and submitted to the commission for approval were dismissed as unsatisfactory.

Officials of the commission refuse to comment upon the situation, but it is known that the commission's counsel has given the matter considerable thought. In view of the attacks recently made upon the trade practice conference work in Congress, it is probable that the commission will attempt to minimize the importance of its change of attitude by calling into conference industries whose rules are to be rejected in order that they may "amend" their codes so as to eliminate all provisions which might be violative of the law.

It is intimated in Washington that hardly any of the trade practice rules which has been drawn up by industries are fully in accord with the anti-trust laws, and it may be that the commission, in an effort to make perfectly plain its attitude toward those laws, will issue a statement revoking its approval of a number of codes, but to do this would lay the commission open to bitter attack from its enemies in Congress.

The whole matter of trade practice conferences was laid before the House of Representatives recently by Congressman Wright Patman (Democrat) of Texas, who characterized them as "Amos and Andy meetings" and asserted that "the members of an industry do not care anything about the Federal Trade Commission; all they want is to get the stamp of approval of that commission."

Congress, he asserted, has three times refused to give its approval to the work which the commission is doing, once when the original bill creating the commission was under consideration in 1914, again in 1922 and still again in 1929.

"Notwithstanding these repeated refusals of the duly elected representatives of the people of the United States to authorize the holding of trade practice conferences," Representative Patman declared, "the Federal Trade Commission, without authority of law, is now holding and, if not prevented, will continue to hold trade practice conferences for every industry that can organize itself to the extent that a sufficient volume can be controlled to create a monopoly.

"Never in the history of our country before has a Government board so grossly and flagrantly abused the power intrusted to it. It is organizing trusts and monopolies when its duties are to destroy trusts and monopolies."

PHILIPPINE RADIOGRAM

The recent dry spell in Isabela and Cagayan districts has been broken and prospects for the tobacco crop now show some improvement. Local market prices for old crop tobaccos increased about 30 per cent. with further bids for good cigar leaf at a premium. Trading in export grades also registered increased activity. Exports of leaf, strips and scraps during March, 1930, were 5,731,960 pounds, of which the United States took approximately 573,196, Spain 3,472,245, North Africa, 446,000, Japan and Korea 250,000, Hong Kong 20,000, and Europe 36,000. Cigar shipments to the United States were 12,220,000 in March, 1930, compared with 12,985,000 in March, 1929.

P. A.? You bet it is!

I'VE been a P.A. fan from the first. When I took up pipe-smoking some years ago, I asked for Prince Albert, right off the reel. That's the brand I noticed most men smoking. And they looked the picture of contentment. I soon knew why. Get some P.A. and you'll know, too.

Open the package and treat yourself to a fragrance that only a wonderful tobacco can have. Put a load in your pipe and light up. Cool as a notice that your insurance is about to lapse. Sweet as paying your premium in time. Mellow and mild and long-burning . . . that's Prince Albert.

It isn't any single quality that makes P.A. the largest-selling brand in the world, but a combination of qualities that gives you *everything*. I don't know what brand you're smoking now. I do know you can't beat P.A. on *any* count.

There are TWO full ounces of sure-fire pipe-joy in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 Up

FAIR TRADE BILL UP SOON

THE AMERICAN Fair Trade Association advises that it is the judgment of the bill's sponsor, Representative Clyde Kelly, of Pennsylvania, and other friends of the measure, that there will not be fifty votes against it in the House when brought to a vote.

The impatience of the House rank and file is indicated in a colloquy reported in the *Congressional Record* of April 3d, in which the Interstate and Foreign Commerce Committee was criticised for not calling up the bill on either of its two calendar Wednesdays, in the course of which members of the committee explained that a bill of such importance could not be considered in the few hours at the committee's disposal and that a special rule for consideration was necessary. This is being sought and will undoubtedly be secured shortly.

The Journal of Commerce, New York, in a recent article states: "Nevertheless, although the Capper-Kelly Bill may not offer a much greater measure of practical relief than is now open to the seller of trade-marked goods who knows his rights and really objects to price-cutting, the fact remains that legalization of price maintenance contracts might act as a check to prevent price-cutting practices and to strengthen the efforts of those really desirous of maintaining the resale prices of goods sold. So far as the public is concerned, agreements to maintain resale prices do not necessarily mean that on the average the public will pay more for the goods. On the contrary, it is likely to pay less, since sales at a loss are usually offset by gains at some other point. Moreover, the law covers only a limited class of trade-marked articles, and, as the House Committee said in recommending passage of the bill, all it aims to do is to "restate the principle of the common law and to restore liberty of contract so far as the Sherman Act interferes with that liberty in the special class of cases covered by the bill."

SCHULTE STOCKHOLDERS QUIZ MANAGEMENT

AT THE annual stockholders' meeting of the Schulte Retail Stores Corporation, held on Monday of last week, the minority stockholders directed considerable criticism towards the management of the corporation due to the fact that the earnings of the corporation showed a considerable decrease over the earnings for the previous year. However, since the management held proxies for 513,527 shares and the minority group could only muster 6900 shares, the same officers and directors were re-elected for the ensuing year.

D. A. Schulte, president of the corporation, was not present at the meeting, and Jerome Eisner, a director, presided. Several questions were asked by those present as to the policies of the management and the economic management of the corporation, but Mr. Eisner had regained the confidence of most of those present after explaining that he considered a great portion of the troubles of the corporation was due to the price-cutting policies employed by the A. & P. Company in selling cigarettes.

Mr. Eisner also announced that there had been a reduction in the staff, the employees bonus system had been discontinued, involving $180,000 annually, and the coupon system had been abolished.

He also announced that the salary of D. A. Schulte, president, had been reduced from $104,000 to $45,000; that of Louis Goldvogel, vice-president, from $60,000 to $33,000; J. M. Schulte, vice-president, from $33,000 to $15,000; Arthur S. Meyer, vice-president in charge of real estate, from $50,000 to $24,000; Harry Goldvogel, vice-president, from $33,000 to $24,000, and Udo M. Reinach, from $33,000 to nothing. Mr. Eisner estimated the total saving effected at $500,000.

Mr. Eisner laid the blame for the poor showing of the company in 1929 to the door of the cigarette price war. The earnings of the company for 1929, which were recently announced, showed the net profit as $1,072,211, equivalent to $1.49 a share on the common stock, compared with $5,243,711, or $3.96 a share, in 1928. Mr. Eisner explained that the popular-priced cigarettes cost the company 11.3 cents a package, or $1.13 a carton, and by selling two packages for 25 cents the gross profit amounted to only 9 per cent. and the net profit to 4 per cent. When the cigarettes are retailed by the carton at $1.20 the gross profit is only 5 per cent.

The inroads made by the Atlantic & Pacific Tea Company with its chain of some 15,000 stores have been such, said Mr. Eisner, that it has become the most active factor operating against an increase in retail cigarette prices. He estimated that the Schulte and United Cigar Store chains combined did only about 7 per cent. of the total cigarette business of the country. He pointed out that grocery chains and department stores could afford to take losses on cigarettes for advertising purposes whereas the tobacco chain depended largely on the sale of cigarettes for its revenue.

WEBSTER EISENLOHR MOVES NEW YORK OFFICE

The Webster Eisenlohr, Incorporated, New York headquarters have been moved from Fifth Avenue to 187 Madison Avenue.

LIGGETT & MYERS' INCOME INCREASING

A RECENT article in the *Wall Street News* states that current operations of Liggett & Myers Tobacco Company are understood to be running ahead of the high rate established last year, and, with the increased price of cigarettes to $6.40 a thousand before discounts, being received at the present time, as against $6 a thousand for the greater part of 1929, outlook for 1930 indicates substantially higher prices.

Based on the present price level, or without allowing for a further increase in the wholesale price, which is expected, the company should show net earnings for 1930 of better than $9 a share on the 3,137,440 shares of combined common and common "B" shares outstanding.

Despite intense competition in the cigarette business last year, the annual report of Liggett & Myers showed a new high record in earnings for the sixth consecutive year, together with a substantially improved financial position.

Net earnings for 1929 reached the highest point in the history of the company, amounting to $22,017,128, equal after dividends on the 7 per cent. preferred stock to $7.82 a share on the combined 2,614,236 common and common "B" shares then outstanding.

This, compared with net profits of $19,408,644 after similar charges, or $6.82 a share, an increase of $2,608,484, or 13.4 per cent. Increase in earnings of 1928, over 1927, amounted to only 3.5 per cent., indicating the strong position the company now holds in the industry.

Due to earnings showing such a substantial increase the management has prepared for further expansion by increasing inventory by $11,000,000, as, at the close of 1929, this figure amounted to $103,181,694, compared with $92,851,710 the year previously.

In order to finance the rapid rate of growth rights to subscribe to additional common "B" stock at $25 a share, in the ratio of one new share for each five shares of common or common "B" stock held, were offered stockholders at the end of January last.

The sale of additional common stock brought the total amount of combined common shares up to 3,137,440. Earnings, during 1929, were based on the number of shares outstanding before the offering of rights, but, should the present total be used, net would have been equal to $6.51 a share. The present estimate of earnings for 1930 of better than $9 on the new capitalization will show an increase of approximately $3 a share.

As of December 31st last, Liggett & Myers had a record amount of working capital, which amounted to $126,794,000, an increase of $7,135,342 over working capital of $119,658,900 the year previously. Total current assets, at the end of the year, were $137,020,396, as compared with $10,226,154, while surplus amounted to $20,424,884 after writing down brands, trade-marks and good will $40,709,710 to $1.

The strong cash position, together with improved financial condition of the company, lends credence to the belief stockholders will receive additional benefits in the way of dividends during 1930.

This is also based on the substantial increase in earnings to be witnessed during the current year. Declaration of an extra dividend of $1 a share on the common stocks, in addition to the regular quarterly of $1, was in line with the policy of the management in considering extras at the January meeting, when they had the final results of the preceding year before them.

However, many interests, in close touch with the company, predict a departure from this rule in 1930, and look for some action to be taken before the end of the year.

The record-breaking earnings of 1929, in the face of intense competition, and strong balance sheet position at the beginning of the year, indicate the company's ability to cope with heavy competition.

Although gestures were made, around the middle of 1928, toward cutting advertising expenditures by several of the large companies, they soon gave up the idea, and there is every indication that, to continue to boost sales, these companies will spend as much in advertising during the current year as in 1929.

INTERNATIONAL TOBACCO SHOW PLANNED

AN INTERNATIONAL Tobacco Products Exposition, of much greater scope than any previously attempted is being planned to be held at the Grand Central Palace in New York City during the month of February, 1931, thus giving ample time for all those interested to plan their exhibits.

It is planned to use the main floor, the mezzanine, and the third floor of the Grand Central Palace to house the exhibits of the industry and allied branches.

The scope of the exposition will be world wide. Every tobacco producing country in the world and all American tobacco states will be provided with ample space to display their native product in all its ramifications. In the machinery section the latest tobacco working devices will be shown and there will be a complete model tobacco factory constructed on the exposition floor showing the machinery in operation.

The exposition will be pagent-like in design and character, and tentative plans being prepared by the architect embrace every type of native architecture peculiar to the countries producing tobacco.

Certain hours will be set aside during each day in which members of the trade only will be admitted to the exposition and certain hours when the general public will be admitted.

The exposition will be managed by Mr. A. B. Coffman, general manager, who has been for eleven years manager of the Motor and Equipment Association show, and who has also managed many other nationally known trade expositions.

Further details will be given out from time to time.

"LUCKY STRIKE" HOUR CHANGES

The broadcast of the "Lucky Strike" Dance Orchestra, which was recently inaugurated on Wednesday evenings over the WJZ chain of the National Broadcasting Company has been changed, and in the future it will be heard on Thursday evenings over the same stations.

The Saturday night broadcast of B. A. Rolfe and his "Lucky Strike" Dance Orchestra will be continued over the WEAF chain.

KING ALFONSO IS CIGARMAKER

On April 17, King Alfonso marched in the procession of the Brotherhood of Cigarmakers, of which he is an honorary member, at Seville, Spain. The King was resplendent in the uniform of a captain general of the Spanish Army, and was greeted with a roar of popular rejoicing everywhere along the line of march.

TOBACCO PRODUCTS MAY RESUME DIVIDENDS

THE WALL STREET JOURNAL in a recent article states Tobacco Products Corporation around June this year expects to resume payment of dividends on the Class A stock if plans in connection with the company, and with United Cigar Stores Company of America eventuate as anticipated by officials of both concerns. At the present time, a minimum annual rate of eighty cents a share on the A stock is being considered. Such a dividend rate would be amply covered by the lease to American Tobacco Company of certain brand names, under which Tobacco Products receives $2,500,000 annually. There are outstanding 2,240,462 Class A shares of Tobacco Products, so that income from the lease is equal to $1.11 a share. When dividends which previously were at the annual rate of $1.40 were omitted last October, it was said directors hoped to resume payments later although probably at a lower rate. Payment of eighty cents a share annually would involve $1,792,370.

Certain capital changes by United Cigar Stores Company of America will probably be necessary before dividend action is taken on Tobacco Products stock by the Morrow management. These changes are in abeyance pending report of Price, Waterhouse & Company on 1929 results of the company. This report is expected within the next thirty days. After that, United Cigar Stores will likely call for sometime in May the meeting of stockholders which was postponed pending the auditor's report. At this meeting, stockholders will be asked to vote certain capital changes which will depend upon what the auditor's report discloses. Tobacco Products stockholders meeting will be held in June, and that of United Stores Corporation in July.

United Cigar Stores May Resume Dividend

If United Cigar Stores this year makes the progress from an operating standpoint hoped for by the management, it is probable that later in the year consideration will be given to payment of dividends on the preferred stock. There are outstanding 193,000 shares of $100 par 6 per cent. cumulative preferred stock and 5,422,671 shares of $10 par common stock of United Cigar Stores.

No statement respecting Cigar Store's 1929 results has been made since January this year, when a preliminary report showed operations had been conducted at a loss. For the first six months of the year an operating loss of $252,051 was shown, and for the next four months, an unaudited report disclosed loss from operations of $590,437. Profit on sale of securities which had previously been written down enabled the company to show combined profit of $2,703,806 for the four months ended October 31, 1929. As of October 31, 1929, however, security holdings were down to only $1,666,237, so that possibility of further substantial profits on securities sales was slight.

"CINCO" SHOWS INCREASE

At the Philadelphia offices of Webster Eisenlohr, Incorporated, it was learned that sales of "Cinco" and "Henrietta" have been showing a splendid increase during the first four months of this year over the same period of a year ago, the real figure being a net increase of 23 per cent. The month of April also continued to show a substantial increase over that of the same month of last year, and those in charge at the Philadelphia offices are well pleased and have no complaint to make.

MEDICAL JOURNAL PRAISES "SANO"

AN ARTICLE in praise of the products of the the Health Cigar Company, manufacturers of "Sano" denicotinized cigars, cigarettes, and smoking tobacco, in *American Medicine*, March 1930, issue, states:

"One of our authors points out that, for the nicotine sensitive patient even the smallest amount of nicotine is too much, and that there is no such thing as tobacco from which the nicotine has been entirely removed. True enough, but, from practical experience, we are more inclined to say that for one such patient to whom tobacco in any form is deadly, there are ten whose trouble is merely overindulgence, and who can be made materially more comfortable by either cutting them down to one cigar instead of five, or, and they will prefer this—especially the cigarette smokers—accustoming them to a tobacco or cigarette in which the nicotine content is definitely known as very low.

"For instance, if you take a product containing less than one per cent. nicotine, and there is a concern, the Health Cigar Company, which has every lot of tobacco processed and analyzed by outside chemists, and hence guarantees this figure, you have cut the nicotine intake down to anywhere from a half to a third of the average.

"And that, we can tell you, from personal observation, will fill the bill in many cases, plus, perhaps a little self-control to make one smoke fill the place of two.

"The reason for this effusion? Well, just the plaints of a few old medicos in our office the other day, and the happy grin the thought provoked that maybe they could still see some of their worries go up in smoke, after all."

The Health Cigar Company, has recently moved its headquarters from 141 Broadway to 81 Washington Street, New York City, formerly occupied by Pinkus Brothers.

IVORY TIPS FROM ELEPHANTS

One of the prominent officials at the headquarters offices of Philip Morris & Company, 119 Fifth Avenue, manufacturers of "Marlboro" cigarettes, is Martin J. Sheridan, and he is a man to whom buyers, store managers, advertising men and others usually apply for information.

One of the questions which has been asked with great frequency lately concerns the popular new ivory tips which have recently been placed on about half of the output of "Marlboro" cigarettes. Everybody seems to want to know just exactly what sort of material this exclusive new tip is made of and whether it is really ivory.

"Well, I'll tell you, in strict confidence, all about it," he told a friend from the West the other day. "The most aristocratic elephants shed their tusks, just like the reindeer, once a year. We round them up just before the shedding period, watch 'em closely, and catch the tusks the moment they fall. At that particular time the tusks are gelatinous, which is what makes it possible for them to fall off at all, and so its easy to shave them, by our secret process, down to the wafer-thin half-inch strips that are used on the cigarettes."

"And what do you do with the elephants?" asked the inquiring reporter.

"Oh, those . . . we are seriously thinking of naming a new brand of cigarettes after them."

PORTO RICO INDUSTRIES REHABILITATED

A REPORT to the Department of Commerce by Charles F. Knox, Jr., Division of Regional Information, based on the twenty-ninth annual report of the Governor of Porto Rico and other sources, states that the year 1929 was one of rehabilitation and readjustment for Porto Rico, following the heavy losses occasioned by the hurricane in September, 1928. The storm left in its trail a state of near economic chaos and the economic and social structure of the island underwent a period of severe strain. During the winter of 1928-29 and the spring and early summer of 1929 all forces on the island combined in a single great effort to reconstruct the shattered agricultural industries. The insular government estimated the total material damage to be $85,312,120. Agriculture suffered enormous losses, matured crops to the value of $54,462,945 having been absolutely destroyed in the storm. Over 500,000 people were rendered practically homeless, owing to the destruction of their houses. Roads, bridges and telephone and telegraph lines were seriously damaged or ruined throughout the island.

During the work of reconstruction, which proceeded at high speed during the winter of 1928-29 and the spring of 1929, business was stimulated by the large demands for foodstuffs, materials, and necessities of all sorts. By June 20, 1929, the close of the fiscal year, the material damage had been largely repaired.

At the time of the storm no tobacco was growing. About a quarter of the seed beds had been planted, however, and practically all of the cloth, under which tobacco is grown in Porto Rico, had been installed. All of this was totally destroyed, as well as considerable tobacco stored in warehouses, which were demolished. Planting was immediately begun and the 1928-29 yield was reported as 29,057,020 pounds, an increase over the previous year's production, which totaled about 22,000,000 pounds. The value of tobacco and tobacco manufactures shipped to the United States during 1928-29 aggregated $16,773,481, and to foreign countries $40,973, a grand total of $16,814,454, showing a decrease in value of $3,963,483 below the previous year's figures.

MAZER CRESSMAN BRANCH DINES

The Mazer Cressman Cigar Company's Philadelphia branch held their annual dinner and dance on the roof of the Adelphia Hotel, Thirteenth and Chestnut Streets, on Saturday evening, and it proved a most enjoyable affair.

This dinner dance has become an annual affair for the employees of the Philadelphia branch and their families, under the sponsorship of Joseph Garvett, manager. "Tennyson" and "Manuel" cigars are continuing to show an increased demand here each year over the previous one.

GENERAL INSTALLS MORE MACHINES

The General Cigar Company has just completed the installation of the last twenty-four machines in its Binghamton factory building, making a total of one hundred twenty-four machines now ready for operation in that plant.

The factory now employs nine hundred workers on full time schedule, with an average production of more than 1,500,000 cigars weekly, and as new workers are trained production will be increased to ultimate capacity of 2,500,000 cigars weekly.

OLD GOLD

© P. Lorillard Co.

cigarettes in a stunning new velour box!

Here it is! . . a package of fifty "O. G.'s" as smart as a golden cigarette case from Paris itself! It's being advertised every month in a large list of women's magazines. It's available now for every dealer—to sell at the same price as the regular "fifties" tin. And is it moving? Well . . . do hot cakes sell?

"NOT A COUGH IN A CARLOAD"

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINAS ARE NOW RICHER, MILDER, MORE FRAGRANT THAN EVER—FOR THEY ARE MADE EXCLUSIVELY OF 1928 TOBACCOS—THE FINEST CROP IN YEARS

Tune in on the La Palina Radio Programs, every Wednesday night, 9:30 o'clock eastern time, and each Sunday night at 8 o'clock, over the Columbia Broadcasting System.

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

UNION AND MANUFACTURERS FORM CO-OP.

AT THE RECENT meeting of the Milwaukee Cigarmakers' Union No. 25, the meeting was advised of the formation of the Cigarmakers' Co-operative Association, the purpose of which is to act as purchasing and advertising agents for all members of the union and the cigar manufacturers.

Plans call for the purchase of tobacco in large quantities from tobacco growers' co-operative associations, and from growers and importers direct, and to resell to member manufacturers at cost, plus an actual expense charge.

The co-op. also plans to have one or more brands of cigars registered and copyrighted for the exclusive use of member manufacturers, and to launch a national advertising program to promote sales of the brands.

It is planned to finance the advertising campaign by savings which will be effected by purchasing cigar boxes, labels, bands and foil, etc., in large quantities and selling to the manufacturers at the regular price. The association expects to realize approximately eight cents a box in this manner.

According to the secretary of the union, several cigar manufacturers have joined the co-operative association.

Plans for the adoption of a five-day week, as a means of equalizing and stabilizing work, were also discussed at the meeting of the union.

SMOKERS RESPONSIBLE FOR MANY FIRES

According to figures just released by the District Forester, Portland, Oregon, 1403 fires occurred in the twenty-two national forest preserves in the states of Oregon and Washington last season.

Lightning was held responsible for 678 of these fires, or 48.4 per cent., and the remaining 725 fires were charged to human carelessness, ignorance or criminal maliciousness.

Careless smokers were charged with 264 out of the remaining 725 fires, and campers with 179 fires. Eighty-eight fires are attributed to railroad trains; fifty-nine fires of incendiary origin; thirty-eight fires originated from brush burning; sixteen fires to lumbering operations, and eighty-one from miscellaneous causes.

The disastrous Dollar Mountain fire on the Colville, covering over 100,000 acres, was either a smoker's or berrypicker's fire, while the Duckabush fire of 8000 acres on the Olympic, was attributed to a smoker.

The forest officers stated that the past season was one of the most difficult they have experienced in many years, but they expressed appreciation for the co-operation of the general public in observing the emergency forest closing orders and being careful with fire.

WINS PIPE SMOKING CONTEST

At Harpole, England, a Shrove Tuesday custom, a hundred years old was continued this year, in the form of a pipe smoking contest to see who could keep his pipe of tobacco going the longest time. One gentleman kept his pipe going forty minutes and was declared the winner.

He won a briar pipe and an ounce of tobacco, as well, no doubt, as local fame. But the humor of the situation arose from the fact that the winner is reported to be not a pipe smoker at all, but a cigarette smoker.

SUMATRA MARKET AT AMSTERDAM

THE TOBACCO Section, Department of Commerce, has been advised by Dentz & Van Der Breggen that tobaccos offered in the third Sumatra sale did not differ much from those sold in the preceding sales. There were again a few good lots, which were far above the average of the crop and there were also large quantities of tobacco that showed all the faults of the crop. Dentz & Van Der Breggen further advise: "Since we have seen samples of three sales, representing about 50,000 bales, or one-fourth of the crop, we are absolutely convinced that nothing much can be expected any more and that every one of the subsequent sales will give us exactly the same picture—here and there just a handful of decent tobacco and loads of lower grades and inferior material. The competition in this sale was extraordinarily keen, as the Swedish, French and Austrian Regies tried all they could to secure what little good Sumatra there was for sale, but their efforts were rather unsuccessful this time, as all the better lots were bought by the Americans with the exception of the Deli My/P/2, that was bought running by Danish manufacturers. This keen competition had, of course, its influence on the prices, which were as high and in some instances still higher than in the preceding sales and even prices for lower grade tobaccos showed a decided upward tendency."

TOBACCO CONVENTION AT VIRGINIA BEACH

The thirteenth annual convention of the Tobacco Association of the United States will be held this year at Virginia Beach, Va., on June 26th, 27th and 28th, which is the same city as was selected for the convention last year, and which attracted the largest attendance in the history of the organization.

The annual banquet, always a big feature of the convention, is scheduled for Friday evening, June 27th, and a splendid time is promised by H. S. Hotchkiss, Richmond banker, who is chairman of the banquet committee.

The convention determines the dates of the opening of the auction sales in the states of Georgia, South Carolina, North Carolina and Virginia, and is determined by holding hearings with the delegates from the different states immediately after the opening of the convention.

WEINSTEIN JOINS CONSOLIDATED CIGAR

Maurice Weinstein, who resigned as sales manager of the New York distributing branch of the Congress Cigar Company a few weeks ago, has joined the Consolidated Cigar Corporation forces, as credit manager, it was announced last week.

Mr. Weinstein was associated with Salvador Rodriguez for twelve years before joining the Congress Cigar Company forces, and his experience and ability brings him well-fitted for his new duties.

MENGEL EARNINGS INCREASE

Report of the Mengel Company, Louisville, Ky., cigar box manufacturers, and subsidiaries shows net profit of $1,248,172 after interest, depreciation, Federal taxes, etc. This is equivalent after preferred dividend requirements on the 7 per cent. preferred stock, to $3.16 a share on 320,000 shares of no par common, and compares with $902,753, or $2.78 a share on 240,000 shares of common in the previous year.

BAYUK SIGNBOARD FOR ATLANTIC CITY

IN LINE with the national advertising campaign of Bayuk Cigars, Incorporated, the popular "Bayuk Phillies" brand will be advertised to the millions of visitors from all parts of the country who visit Atlantic City this summer, through the medium of a huge signboard to be erected there.

The signboard will be one hundred sixty feet long and twenty-six feet high and will be visible to the throng of bathers between the Central Pier and Steeplechase Pier, as well as to those who stroll along the boardwalk. It will be illuminated at night by lamps aggregating fifteen thousand watts, which should be ample to attract the attention of those who are out for a stroll anywhere near the sign.

No doubt retailers will appreciate the increase in the coins which will be deposited in their cash registers as a result of this added publicity on this already popular brand.

GORLITZER JOINS MEDAL OF HONOR

Benjamin Gorlitzer, former president of the Independent Retail Tobacconists' Association, and who operates a retail store at 247 Park Avenue, New York City, has joined the Medal of Honor Cigar Company, of New York City, as vice-president and sales manager.

Mr. Gorlitzer formed many friendships during his period in office in the I. R. T. A., which should prove to the advantage of the Medal of Honor Company as well as to that of Mr. Gorlitzer in his new position.

John Wagner & Son, local distributors, handle the "Medal of Honor" here and report a ready sale for this excellent Havana filled and Sumatra wrapped brand.

ARGUELLES-LOPEZ BRANDS SOLD

With the passing of the old established brands of Arguelles, Lopez Brothers, Incorporated, from the ownership of that company to the well known firm of Arango & Arango, of Tampa, Fla., there also passes out of existence another of the old established Tampa cigar manufacturing firms.

Arguelles, Lopez Brothers, Incorporated, was originally established in 1888, but by 1925 all three of the founders had passed away and the business was being conducted by nephews of the founders, with a widow of one of the founders holding a stock interest in the firm.

"Tadema," "Lord Byron," and "Infinito," are all well known brands in the cigar industry, and they will be capably manufactured in the future, as well as in the past, by the bonded factory of Arango & Arango.

KEMPER A VISITOR

Jackson Kemper, secretary of Webster Eisenlohr, Incorporated, was a visitor in Philadelphia over the Easter holidays, and called at the Philadelphia offices of the company while here. He expressed himself as highly gratified at the showing "Cinco" and "Henrietta" are making at this time.

ANDRUSS PLANNING TRIP

Willis Andruss, sales manager for the Congress Cigar Company, is planning to leave this week for a trip among the "La Palina" distributors through the middle west as far as Chicago.

Blackstones

now wrapped in Cellophane!

BLACKSTONE CIGARS, the same cigars that have been a famous favorite for over fifty years, announce a new feature. They now come wrapped in a protecting tube of Cellophane to preserve their purity and flavor. In this new covering the smoker can see what he buys, clearly. And the Cellophane gives the cigar remarkable protection against breakage.

This new feature of Blackstone Cigars is being widely advertised in newspapers and over the radio. Thousands of smokers are learning about the new advantages that Blackstones offer. Tune in and hear the unusual program that comes to you and your customers through the courtesy of the makers of Blackstone Cigars.

TUNE IN! *Hear the Blackstone Cigar program over the Columbia Broadcasting System every Tuesday Evening, 8 p. m. Eastern Daylight Saving Time, 7 p. m. Eastern Standard Time, 7 p. m. Central Daylight Saving Time, 6 p. m. Central Standard Time.*

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

TARIFF BILL SITUATION

(Continued from Page 3

"In this connection it may not be amiss to quote from our circular to the trade of February 9, 1929, in which, after referring to the shade growers' demand for a duty of $4.62 per pound, *i. e.*, an increase of $2.52 per pound, we took occasion to emphasize the seriousness of the situation by stating:

"'But while under ordinary conditions their demand would probably be but lightly considered, the present public sentiment for the farmer is such that one only has to say that he is a farmer, even though he may be representing a wealthy shade growing corporation, and he gets what he asks for.'

"That the one million dollars of additional duty will cause substantial injury to the cigar industry, there can be no question, but as to whether or not the shade growers who demanded and fought for an increase of $2.52 in the first instance before the House, and for an 'irreducible minimum of $1 per pound' later before the Senate, and finally got away with 17½¢, will be benefited by it, is extremely doubtful. Indeed, according to common logic it would seem that any injury to the cigar industry must inevitably react upon the shade growers as well."

A later bulletin, dated April 23d, advises that:

"The conferees have finally concluded their work upon the administrative provisions of the bill.

"The Senate Conferees have yielded to the House Conferees on the Cuban Parcel Post provision, carrying out the expressed wishes of the administration.

"The Forced and Indentured Labor provision passed by the Senate has been agreed to with a new amendment.

"It will be recalled that the amendment as passed by the Senate would prohibit the importation of any article produced by Forced and Indentured Labor containing penal sanctions *from and after January 1, 1932.*

"This provision would apply to a great many imported commodities, including rubber and Sumatra wrappers, which are produced by labor imported under contracts containing penal sanction provisions, *i. e.*, provisions whereby a laborer breaching the contract could be punished by law.

"The operation of this new provision has been postponed to January 1, 1932, so as to afford employers an opportunity to change the form of their contracts.

"The conferees have accepted this amendment with the following additional provision:

"'But in no case shall such provisions be applicable to goods, wares, articles or merchandise so mined, produced or manufactured, which are not mined, produced or manufactured in such quantities in the United States as to meet the consumptive demands of the United States.'

When New Tariff Rates Become Effective

"Due to the inquiries that we are receiving relative to the question as to when the new tariff rates are to become effective, and how soon goods in bond, upon which higher duties are anticipated, ought to be released under the old rates, it is deemed wise to issue this supplemental statement in which we shall endeavor to state with more detail the course of procedure in order that importers might more readily determine when to release their imports.

"In our previous bulletins we have referred to Section 315 of the new Tariff Act as being virtually a reenactment of the present as well as of previous tariff acts, and which we are again quoting, to wit:

"'SECTION 315. On and after the day when this Act shall go into effect all goods, wares, and merchandise previously imported, for which no entry has been made, and all goods, wares, and merchandise previously entered without payment of duty and under bond for warehousing, transportation, or any other purpose, for which no permit of delivery to the importer or his agent has been issued, shall be subjected to the duties imposed by this Act and to no other duty upon the entry or the withdrawal thereof: Provided, That when duties are based upon the weight of merchandise deposited in any public or private bonded warehouse, said duties shall, except as provided in section 562 of this Act (relating to manipulating warehouses), be levied and collected upon the weight of such merchandise at the time of its entry.'

"The Tariff Act also provides that the law should become effective the day after its enactment, which means the day after the President signs the measure.

"However, as a practical proposition, it is unsafe to wait for the President's signature, for if he should happen to sign the bill shortly before midnight, it would become effective almost immediately, *i. e.*, with the beginning of the new day.

"As already stated, the conferees have completed their work today, with the exception of the several items upon which separate votes are to be taken in the House, and the Debenture and Flexible Tariff clauses upon which there is evidently a deadlock and which will require a vote of the Senate instructing the Senate Conferees in reference thereto.

"It is expected that the preliminary report of the conferees will be submitted to both Houses by the end of this week.

"Thereafter, while the House may act expeditiously on the several rate items, upon which separate votes are to be taken. it is entirely safe to figure that the discussion in the Senate of the Debenture and Flexible Tariff provisions will take up perhaps two or three weeks or so. Later, the conferees will have to meet again and if the Senate should instruct its conferees *not to yield* with respect to the Debenture and Flexible Tariff provisions, it may probably mean the end of the Tariff Bill, for it is very unlikely that the House will yield on these two major propositions.

"At any rate, there will be ample time to secure the release of goods in bond under the old rates after the discussion in the Senate of the Debenture and Flexible Tariff provisions shall have reached its final stages, which may take two or three weeks."

RALPH LEVINE DEAD

RALPH G. LEVINE, well-known member of the sales force of H. Duys & Company, New York City, passed away at his home suddenly on Monday, April 14th, following a short illness.

Mr. Levine had been slightly ill for about two weeks, but at no time was his illness considered of a serious nature, and it was a great shock to his family and many friends to learn that he had passed away in his sleep.

Mr. Levine was well known to the trade in Philadelphia, having covered this territory for H. Duys & Company for many years.

He is survived by his widow, two children, and one brother.

Funeral services were held on Wednesday, April 16th, from the Rothschild Funeral Parlors, New York City, with interment in Mt. Nebo Cemetery.

MARCH CIGAR PRODUCTION DECREASES

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of March, 1930, and are issued by the Bureau. (Figures for March, 1930, are subject to revision until published in the annual report):

Products	*March, 1929*	*March, 1930*
Cigars (large):		
Class A.....No.	272,656,550	282,199,945
Class B.....No.	48,168,237	31,386,467
Class C.....No.	157,939,314	129,821,200
Class D.....No.	11,084,346	10,230,854
Class E.....No.	1,456,351	1,127,251
Total.....	491,304,798	454,765,717
Cigars (small).....No.	30,469,000	33,139,507
Cigarettes (large)....No.	837,111	515,350
Cigarettes (small).....No.	8,689,510,413	9,165,174,703
Snuff, manufactured....lbs.	3,475,532	3,637,880
Tobacco, manufactured.lbs.	28,187,757	27,820,487

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of March:

Products	*March, 1929*	*March, 1930*
Cigars (large):		
Class A.....No.	10,826,550	13,010,440
Class B.....No.	428,000	708,130
Class C.....No.	1,026,700	1,846,760
Class D.....No.	2,500	2,500
Total.....	12,283,750	15,567,830
Cigars (small).....No.	500,000	1,000,000
Cigarettes (large).....No.	176,000	528,400
Cigarettes (small)....No.	124,000	121,200

Tax-paid products from the Philippine Islands for the month of March:

Products	*March, 1929*	*March, 1930*
Cigars (large):		
Class A.....No.	10,889,885	10,147,810
Class B.....No.	188,350	204,167
Class C.....No.	45,440	111,936
Class D.....No.	177	100
Class E.....No.	500	250
Total	11,124,352	10,464,263
Cigarettes (small)....No.	354,450	367,950
Tobacco, manufactured.lbs.	44	188

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

SUPPLEMENT TO THE MARCH STATEMENT OF INTERNAL REVENUE COLLECTIONS

Objects of Taxation	*First nine months Fiscal year 1929*	*1930*
Tobacco manufacturers:		
Cigars	$17,123,435.20	$16,394,723.07
Cigarettes	247,160,930.48	265,104,168.29
Snuff	5,381,224.08	5,514,365.40
Tobacco, chewing and smoking	45,324,221.28	45,064,802.03

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

SMOKE YOUR TROUBLES AWAY

One of the most popular songs heard over the radio is the theme song heard each Monday evening over the Columbia Broadcasting System during the "Henry George" program sponsored by the Consolidated Cigar Corporation. The song is being sent to anyone on request free of charge, and the words are as follows:

When your days seem long and dreary,
There's a way to make them cheery;
You can all afford a Henry George,
So smoke your troubles away.
Just a puff, and your reaction
Is a smile of satisfaction;
When you're feeling bored
Light a Henry George
And smoke your troubles away.
You'll find happiness instead,
No matter where you are;
Knock your worries in the head
And get a good five cent cigar.
With the smoke rings disappearing,
Cloudy skies will soon be clearing;
You can all afford a Henry George,
So smoke your troubles away.

SWEENEY IN YORK COUNTY

John P. Sweeney, manager of the local branch of Otto Eisenlohr & Brothers, Incorporated, has recently returned from a trip through York County visiting the distributors of "Cinco" and "Henrietta" cigars.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

NEWMONT:—45,687. For all tobacco products. April 7, 1930. American Litho. Co., Inc., New York, N. Y.

MERCHANDISE MART:—45,688. For all tobacco products. April 8, 1930. Cuesta, Rey & Co., Tampa, Fla.

MI-AM-I-GOOD:—45,689. For cigars. April 5, 1930. F. W. Sommerfeld Cigar Co., Miami, Fla.

EL KAN:—45,691. For all tobacco products. February 14, 1930. Meritas Commercial Co., Inc., New York, N. Y.

ORCHIDS:—45,692. For cigarettes only. February 25, 1930. Condossis & Triandafillou, Inc., New York, N. Y.

GOTHAMITE:—45,693. For all tobacco products. April 12, 1930. August Emmott, doing business as G. P. Emmott, Philadelphia, Pa.

SKY MATE:—45,694. For all tobacco products. April 15, 1930. George W. Helme Co., Inc., New York, N. Y.

SEA MATE:—45,695. For all tobacco products. April 15, 1930. George W. Helme Co., Inc., New York, N. Y.

AIR MATE:—45,696. For all tobacco products. April 15, 1930. George W. Helme Co., Inc., New York, N. Y.

NYRBA:45,697. For all tobacco products. April 10, 1930. F. W. Sommerfeld Cigar Co., Miami, Fla.

TRANSFERS

THE VISCOUNT:—11,253 (Trade-Mark Record). For cigars. Registered January 22, 1892, by M. Stachelberg & Co., New York, N. Y. Through mesne transfers acquired by Martinez Havana Co., and re-transferred to Jacob Rich, New York, N. Y., April 2, 1930.

OXFORD:—5031 (U. S. Patent Office). For cigars, cigarettes and smoking tobacco. Registered August 14, 1877, by Straiton & Storm, New York, N. Y. Transferred by the General Cigar Co., Inc., New York, N. Y., successors to the original registrants, to the Consolidated Litho. Corp., Brooklyn, N. Y., April 4, 1930.

DEISEL-WEMMER WORKING TWO SHIFTS

While business conditions in many parts of the country are suffering from the depression, it was announced last week that the Delphos, Ohio, plant of the Deisel-Wemmer-Gilbert Corporation, which produces mostly their popular "El Verso" brand, is working two shifts a day and employing approximately two hundred and fifty persons in order to keep up with the demand for this brand.

The Delphos plant has been advertising for rollers and has taken many on in the past few weeks.

BEN BLOCK JOINS HEALTH CIGAR COMPANY

Ben Block, well known salesman in the middle western territory, has joined the forces of the Health Cigar Company and will put his efforts behind the "Sano" brand of cigars, cigarettes and smoking tobacco in the future in his old territory, which comprises the States of Ohio, Indiana and Michigan. Mr. Block will maintain his headquarters in Cleveland.

BENSON AND HEDGES DIVIDEND

Benson and Hedges directors have declared a regular quarterly dividend on the preferred stock of the company, fifty cents a share, payable May 1st to stockholders of record April 25th.

FOREIGN CIGAR LEAF CROPS

THE 1929 production of cigar leaf in Porto Rico was about 3,000,000 pounds above 1928, but still amounted to only a little more than half of the record crop of 1927. The 1930 crop, which under normal conditions, should total around 30,000,000 pounds, was considered in danger of being seriously damaged by continuous rainfall during the first half of January, according to Assistant Trade Commissioner Rolland Welch. The Dominican export crop which amounted to about 30,000,000 pounds in 1928, was larger and of better quality in 1929. Germany, France and the Netherlands are the chief customers for this tobacco.

No definite estimate is available for the 1929 Cuban crop. The Remedios crop grown in the province Santa Clara used largely for blending, was below normal in quantity and unsatisfactory in quality. The important Vuelta Abajo crop was a good manufacturer's crop, light bodied and reasonable in price, according to a report of January 18, 1930, from Consul Harold B. Quarton, at Habana. As the speculators were slow in buying this tobacco from the growers, the latter have considerable stocks on hand, which are estimated at 40 per cent. of last year's crop. The 1930 Vuelta Abajo crop is forecasted by all authorities to be smaller than last year, due to unfavorable weather conditions during the early growing season. No information is available on the Semi-Vuelta, Partidos and Oriente crops of Cuba.

Of the Far Eastern cigar leaf growing areas, a crop about 12,000,000 pounds less than in 1928 but of superior quality was roughly estimated for the Philippine Islands. Preliminary estimates point to a slightly smaller 1929 crop of the famous Sumatra Deli wrapper, while trade advices point to the inferior quality of the crop. The size of the Brazilian crop, including the Bahia cigar leaf crop is not yet known.

PAMIES & ARANGO REORGANIZED

A reorganization of the firm of Pamies & Arango, Tampa manufacturers of clear Havana cigars, has been effected, and the business will be conducted in the future under the firm name of Pamies & Sons, Incorporated.

A. L. Pamies is president and treasurer; William M. Simpson, vice-president, and S. Martinez, secretary.

The firm will continue the manufacture of the brands "Prince Imperial" and "Absoluto," well known clear Havana brands of high quality.

NO CHANGE IN BRITISH DUTY

Tobacco exporters have been anxiously awaiting the release of the figures on the budget in England, being a little fearful that there would be an increase in the duty charged on tobacco shipped into England.

However, they breathed a sigh of relief last week when Colonel A. B. Carrington, president of the Tobacco Association of the United States, announced that he had received a cable from London advising that there had been no change in the duty, which remains the same at $2.16 per pound.

T. A. FREDERICK IN TOWN

T. A. Frederick, representative of the Jerome H. Sheip Company, Incorporated, Mobile, Ala., was in town this week and reports business among the cigar box manufacturers as showing an upward trend, which would seem to indicate an upward trend among cigar manufacturers also.

LIBRARY RECEIVED MAY 19 1930

MAY 15, 1930

VOLUME 50 No. 10

THE TOBACCO WORLD

OLD GOLD

© P. Lorillard Co.

cigarettes in a stunning new velour box!

Here it is!. . .a package of fifty "O. G.'s" as smart as a g olden cigarette case from Paris itself! It's being advertised every month in a large list of women's magazines. It's available now for every dealer—to sell at the same price as the regular "fifties" tin. And is it moving? Well . . . do hot cakes sell?

"NOT A COUGH IN A CARLOAD"

Blackstones

now wrapped in Cellophane!

BLACKSTONE CIGARS, the same cigars that have been a famous favorite for over fifty years, announce a new feature. They now come wrapped in a protecting tube of Cellophane to preserve their purity and flavor. In this new covering the smoker can see what he buys, clearly. And the Cellophane gives the cigar remarkable protection against breakage.

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CBS

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BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Cigars Are Usually Bought In A Hurry

Cigar smokers, as a whole, haven't the time to go groping around trying to select a cigar. They want to see the shape, size and color of a cigar at a glance. And they want to know that the cigar still retains its original freshness and aroma.

Watch the average smoker as he rushes up to the cigar counter, grabs his favorite cigar out of his favorite box and goes on his way.

Make it easy for smokers by packing your cigars in wooden boxes, and incidentally you are making it easier for the retailer and your sales outlets.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 10

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, MAY 15, 1930 — Foreign $3.50

TARIFF BILL RETURNED TO CONFEREES

A SPECIAL bulletin from the Tobacco Merchants Association under date of May 8th, in reference to the Tariff Bill situation, states:

Following the action on Judge Parker's nomination, the Senate took up the consideration of the Conference report on the Tariff Bill which had already been passed upon by the House.

The House having rejected by an overwhelming vote the Senate amendments relating to the Debenture and Flexible Tariff provisions, it remained for the Senate to determine whether they should yield with respect to these amendments or send the bill back to the Conferees for further consideration.

After some lengthy discussion, it was finally agreed to send the bill back to the Conferees with the understanding that the Senate Conferees insist upon the Senate amendments and that the Senate have an opportunity to voice its sentiment on the Debenture and Flexible Tariff provisions before final passage of the bill is sought.

This virtually means that the Conferees will report the bill back to the Senate within a day or two with these two major provisions remaining unsettled.

There are also other items in regard to which the Conferees have failed to agree and which have since been voted upon by the House, but as to these items, it is entirely safe to assume that the Conferees will reach an agreement without difficulty.

Following such a report, the discussion of the Debenture and Flexible Tariff provisions will again be taken up in the Senate, and it is predicted that it will take probably a week or ten days, if not longer, before a final vote thereon will be taken, with the result still very much in doubt.

Judging from the overwhelming vote by which the Debenture and Flexible Tariff provisions were rejected in the House, coupled with President Hoover's renewed declaration of his continued opposition thereto, it seems hardly probable that the House will yield with respect to these provisions. As to whether or not the Senate will yield is indeed a great question in regard to which there is a wide difference of opinion. If the Senate should refuse to yield, there is very likely to be no tariff enactment.

Indentured Labor Amendment and the Sumatra Wrapper Situation

In our last bulletin, after referring to the "Indentured Labor" amendment which is to become effective on January 1, 1932, we quoted the additional amendment inserted by the conferees together with the conferees' comments thereon, as follows:

(Continued on Page 16)

SANCHEZ & HAYA COMPANY CHANGES HANDS

THE Sanchez & Haya Company, of Tampa, oldest cigar manufacturing concern in Florida and maker of brands known over the United States for more than half a century, has been purchased by Wengler & Mandell, cigar interests of Tampa and Chicago. Production, however, will continue without interruption in Tampa.

Announcement of the deal was made recently by Ralph R. Graham, of Chicago, president of the buying company, which is now operating two factories in Tampa, and plans are under way for considerable extension of factory facilities to take on the Sanchez & Haya brands. A large warehouse and stripping plant has been leased at 1526-32 Fuller Street.

Sanchez & Haya assets were bought from Gradiaz Annis & Co., of Tampa, which bought controlling interests a year ago from Mrs. Fannie Haya, widow of one of the founders of the concern, and from other property interests here. Title was taken by the Sanchez & Haya Company, of Chicago, successor to the M. & G. Tobacco Corporation, Delaware. Using the latter organization, Wengler & Mandell has been carrying on negotiations for the purchase since January 4th. The new owners will take charge of manufacture immediately.

Mr. Graham said his company either would build a big addition to the main factory, 402 South Twenty-second Street, or that additional manufacturing facilities would be leased.

Wengler & Mandell is considered a strong cigar concern, well known in western territory, before the factory was moved here from Chicago years ago. Sanchez & Haya brands were sold mostly in the East. The combination will cover most of the better sales territory of the union.

Sanchez & Haya was established as a partnership by Serafin Sanchez and Ignatio Haya in New York in 1867. The partners left New York when labor trouble developed there in 1886, came to Tampa, and opened their factory on the site now occupied by the Ybor City post office.

WILLIAM YOCUM DIES

William H. Yocum, retired cigar manufacturer of Reading, Pa., passed away at his home there on Monday, May 5th, following an illness of more than two years' duration.

The business of Yocum Brothers, manufacturers of the well-known "Y-B" cigar, will be carried on as formerly by the two sons, George L. and Howard W. Yocum.

Mr. Yocum was seventy-four years old, and his death occurred on the anniversary of his wife's death thirty years ago.

In addition to the two sons mentioned above, Mr. Yocum is survived by two daughters.

PHILADELPHIA.

BAYUK OFFERS FREE CIGAR POSTER

ONE OF THE FEW unselfish efforts toward the increase in consumption of cigars is being made by Bayuk Cigars, Incorporated, in their offer to supply to retailers throughout the country free of charge a splendid window poster measuring 12 by 42 inches, printed in vivid red, black and yellow, on white stock, with gummed strips for easy hanging.

The posters will be supplied free of charge to any retailer who requests them from Bayuk Cigars, Incorporated, by June 1st, but not more than two posters to each retailer.

The poster is intended primarily for Father's Day and suggests the giving of *cigars* to dad on that day, without mentioning any particular brand of cigars to be selected.

The use of this poster by progressive retailers throughout the country will go a great ways toward increasing the sale of cigars for this particular occasion.

ADLER AND HERZ IN TOWN

Sam Adler, of Villazon & Company, and Steve Herz, of D. Emil Klein Company, were recent visitors in town and visited John Wagner & Sons, Dock Street, distributors of their respective brands.

"Haddon Hall" and other brands of D. Emil Klein Company are enjoying a fine placement in the better class cigar stands and clubs here along with the "Vilazon" brand. John Wagner & Sons report a steady call on both brands.

Frank Swick, of the Health Cigar Company, was another visitor at Wagner headquarters with a new size of their "Sano" brand, which is meeting with favor wherever shown.

WILLIS ANDRUSS ON TRIP

Willis Andruss, sales manager for the Congress Cigar Company, is visiting "La Palina" distributors in the Middle West and expects to be away about three weeks. Since the adoption of cellophane wraps on all sizes of "La Palina" there has been a noticeable and gratifying increase in the orders received at headquarters at the Third and Spruce Streets factory.

MAY DAY BRINGS FACTORY DISTURBANCES

CIGAR manufacturers here were caused considerable annoyance by over-zealous workers of the Trade Unity League, working in conjunction with the Soviet Union, when several of the workers endeavored to force their way into local factories on May Day in order to arouse the employees to disorder.

Plain clothes officers were called to arrest several men who sought to gain admittance to the Consolidated Cigar Company's plant at Randolph and Jefferson Streets, also the Bayuk Cigars factory at Ninth Street and Columbia Avenue, and the Congress Cigar Company factory at Third and Spruce Streets.

The men were arrested and charged with disorderly conduct when they tried to force their way into the factories, and, failing in this, they distributed literature among the workers which stated that the Trade Unity League and the Soviet Union were working for a five-day week with wages on a straight salary at not less than $20 a week, with one hour for luncheon, and six hours of work per day with two rest periods; no piece work and no speed up.

ABE CARO HERE

Abe Caro, factory representative for A. Santaella & Company, was a recent visitor in town conferring with the local distributors, Yahn and McDonnell, and going over the "Optimo" situation. In spite of the fact that the cigar business in general has been showing a gradual decline for some time, Yahn and McDonnell report that the "Optimo" brand has been showing a steady gain in popularity here, and prospects for the year are looking good.

After spending a few days here Abe moved on toward the sunny southland with Tampa as his final objective.

NEW SIZE FOR LOUIS KING

The Louis King Cigar Company, of Hartford, Conn., which operates a factory here at 235 South Third Street, recently introduced a new size five-cent cigar under the brand, "Havana Shield," which is enjoying a popular demand. The new size is a four and three-quarter-inch shade wrapped cigar and is packed fifty to the box.

An Important Announcement

Present Prices and Prices To Become Effective July 1, 1930

Model	*Universal Machines and Devices*	*Prices to June 30, 1930*	*Prices After June 30, 1930*
M	Stripping and Booking Machine and (P) Folding Chair	$ 525.00	$ 550.00
L	Scrap Bunch Machine (Positive Plunger Type), Posture Chair, Individual Drive and ⅙ H.P. Motor	950.00	1000.00
S	Long Filler Bunch Machine (Standard Type), Two Posture Chairs, Individual Drive and ⅙ H.P. Motor	1650.00	1750.00
S-2	Long Filler Bunch Machine (Cross-Feed Type), Two Posture Chairs, Individual Drive and ⅙ H.P. Motor	2100.00	2200.00
T	Long Filler Bunch Machine (Blending Type), Two Posture Chairs, Individual Drive and ¼ H.P. Motor	2000.00	2100.00
A	Cellophane Wrapping Machine equipped with Automatic Feed, Individual Drive and Motor	4000.00	No Change
B	Banding Machine equipped with Automatic Feed, Individual Drive and Motor	2000.00	" "
A-B	Cellophane Wrapping and Banding Machine equipped with Automatic Feed, Individual Drive and Motor	5500.00	" "
R	Automatic Cigar Rolling Machine, Posture Chair, Individual Drive and Motor (As the Model R Machine when installed in your factory will require *Extra Equipment*, consisting of a Suction Fan with Piping, we will when called upon furnish you with installation information for *this equipment*.)	7500.00	" "
—	Individual Drive Equipment for Model M (No Motor)	55.00	" "
—	¼ H.P. Motor Fully Equipped for Models M or T	45.00	" "
—	⅙ H.P. Motor Fully Equipped for Models L or S	35.00	" "
—	Individual, Direct-Connected Motor-Driven Suction Fan for Models L, S or T Machines	75.00	" "
-	Suction Binder Table for Model L, S or T Machines	50.00	" "
C-3	Three Plate Wrapper Register	95.00	" "
J	Leaf Counting Device	50.00	" "
W	Butt Cutting Device	15.00	" "
P	Folding Chair for Model M Machine	25.00	" "

Orders placed with us up to and including June 30, 1930, for delivery prior to January 1, 1931, and in connection with which definite delivery instructions must be given to us prior to October 1st, will be accepted at our present prices.

Prices F.O.B. our Factory, Newark, N. J. Convenient Cash and Time Payment Terms in U.S.A. and Canada

Universal Tobacco Machine Co., 40 East 34th St., New York

SUMATRA SALES AT AMSTERDAM

COMMENTING on the fourth Sumatra sale at Amsterdam, Dentz and Van der Breggen advise the Tobacco Section, Department of Commerce, of two out of hand sales of 775 bales to American interests, following immediately the third sale. Having in mind the shortage of good wrappers and the difficulties in meeting the keen competition, American interests started buying various running lots of tobacco without having seen the samples, and in this way an additional 3827 bales were purchased. The fourth inscription brought about the same collection as was offered in the preceding sale, prices appearing somewhat easier. Everybody had to pay so much attention to the blind buying that it seemed as though the various buyers could not give all their attention to the sale. Since so much tobacco has been sold outside of the regular sales, there is but very little decent tobacco left in Amsterdam, and it looks as though, after the next sale, buying for the American market will be practically over.

In the fourth sale 3700 bales were bought for America, bringing the total in four sales up to 12,800 bales against 16,700 bales last year. Outside the sales 2000 bales of American tobacco were bought so that actually about 15,000 bales were bought for America so far.

NOTHING BETTER THAN TOBACCO

Eugene M. Henofer, president of the Wooden Cigar Box Boosters' Club, has forwarded us the following quotation from Charles Kingsley's *Westward Ho:*

"When all things were made
None were made better than tobacco
To be a lone man's companion,
A poor man's friend,
A wise man's cordial,
A hungry man's food.
There is nothing like it under the canopy of Heaven."

And, Mr. Henofer adds, in the shape of a cigar it is a manly man's smoke. After all, nothing satisfies like a good cigar—packed in wooden boxes.

DORIS DUKE PRESENTED AT COURT

Miss Doris Duke, of New York City and Durham, N. C., daughter of Mrs. James B. Duke and the late Mr. Duke, will be presented in the general circle at the first royal court of the season in Buckingham Palace, London, this evening, by Mrs. Charles G. Dawes, wife of the American Ambassador to the Court of St. James.

Miss Duke at the age of twelve was said to have become the wealthiest girl in the world when her father, the president of the American Tobacco Company, died in 1925. His estate was estimated at that time at $53,000,000, but is said to have greatly increased with rising stock values since his death.

AMERICAN COLORTYPE COMPANY EARNINGS

American Colortype Company, which recently acquired control of the Moehle Lithographic Company, Incorporated, and subsidiaries, report gross profits for the year ended December 31, 1929, of $1,050,442, and net income of $644,242, after all charges, including depreciation and Federal income taxes.

The net income, after preferred dividends of $58,383, is equivalent to $4.50 a share earned on the 130,000 shares of common stock outstanding.

TAKE ADVANTAGE OF PIPE WEEK

DEALERS throughout the country should take advantage of the sales opportunities offered by the observance of International Pipe Week which will be observed throughout the United States, England, Australia, Canada and New Zealand from May 24th to May 31st.

Kauffman Brothers & Bondy have produced a new pipe style in their Prince of Wales pipe retailing at $1. A beautiful display card has been arranged for the dealers which holds six of the new pipes with a handsome illustration of the Prince of Wales with one of the new pipes in his hand.

Kauffman Brothers & Bondy have also secured a set of handsome window posters which may be used to advantage during International Pipe Week. The posters picture three famous personages, the Prince of Wales, Babe Ruth, and Dr. Hugo Eckener, commander of the Graf Zeppelin, each holding his favorite pipe. These posters may be obtained from your jobber, and will arouse public interest in observing Pipe Week if properly displayed. If you haven't already secured these posters for your window, you should do so without delay.

YAHN & McDONNELL IN NEW QUARTERS

Yahn & McDonnell, distributors of domestic and imported brands and operators of a chain of cigar stands in hotels, clubs and public buildings, are now comfortably settled in their new and larger quarters at 617 Chestnut Street, where they now have a spacious four-story building.

The first floor is occupied by the M. J. Dalton retail branch, formerly located at Fifth and Chestnut Streets, where a splendid display of the many brands handled by Yahn & McDonnell may be seen. The rear of the first floor is occupied by the shipping department and a splendid new humidor capable of holding 3,000,000 cigars.

The second floor is occupied by the offices of the company, which comprise a consolidation of the businesses of Yahn & McDonnell, M. J. Dalton & Company, Dusel, Goodloe & Company, Duncan & Moorehead, and the Godfrey S. Mahn Company, some of which have been established in Philadelphia for more than sixty years.

PHILIP MORRIS INCOME

A statement issued last week by Philip Morris Consolidated, Incorporated, shows net income for the year 1929 of $124,759.31 derived largely from the businesses of Philip Morris & Company, Limited, and the Continental Tobacco Company. The Philip Morris Consolidated owns ninety per cent. of the stock of the Continental Tobacco Company and also a large percentage of the stock of Philip Morris & Company, Limited.

The company is at present directing their efforts toward increasing the sale of the new Marlboro cigarette with the ivory tip and a brand of smoking tobacco, "Wakefield," on which a great deal of careful research work has been expended in an effort to create a pleasing blend of tobaccos which will meet with favor among pipe smokers.

Other brands in which the company is interested are "English Ovals," "Dunhill," "Philip Morris Cambridge," "Players," "Philip Morris Oxford Blues," "Revelation" and "Barking Dog."

Do you really know your cigarette?

YOU'RE PARTICULAR about the other things that are so intimate a part of your personality. What about your cigarettes? There are several hundred grades of leaf tobacco. What kind of cigarette do you smoke?

If you smoke Camels you smoke the choicest tobaccos grown. For the famous Camel blend is based on the use of tobaccos of superlative quality. It is only from them that you can expect that smooth, rich, mellow mildness and that fragrance and aroma found in such perfection in Camels.

We buy the right tobaccos . . . the very choicest delicate leaves of Turkish and Domestic. In their curing and preparation we use the most modern and scientific methods. And we alone possess the knowledge of the marvelous Camel blend.

That's why Camel is able to furnish real cigarette pleasure to more millions than have ever given their patronage to any other cigarette.

Don't deny yourself the luxury of

CAMELS

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

REQUEST for a rule making in order in the House of Representatives consideration of the Capper-Kelly retail price maintenance bill is to be made of the House Rules Committee in the near future by Representative James S. Parker, of New York, chairman of the House Committee on Interstate and Foreign Commerce.

Decision to attempt to expedite consideration of the bill by the House was made at an executive meeting of the Interstate and Foreign Commerce Committee. It was pointed out that if the bill is to be enacted into law, a special rule must be obtained. Otherwise the measure will have to wait until a favorable time when it can be brought up in the House, which would probably make it impossible to secure consideration by this Congress.

Proponents of the legislation declare that as now written the bill has less opposition than in prior years, although there is no certainty of its acceptance by Congress. There is considerable objection among members of the Rules Committee to selecting this bill for House consideration, but advocates of the legislation hope to overcome this feeling.

Department of Justice O. K.'s Trade Practice Conferences

Trade practice conference plans of the Federal Trade Commission are heartily indorsed by officials of the Department of Justice, delegates to the annual meeting of the United States Chamber of Commerce were told by John Lord O'Brian, assistant to the Attorney General, May 1.

Pointing out that the Department of Justice is concerned only with the subjects of monopoly and combination and has no power to interfere with or attempt to guide the internal affairs of business organizations or trade associations, Mr. O'Brian explained that the Commission is in a somewhat different position, for while it has no jurisdiction to enforce the anti-trust laws, it is empowered to deal with unlawful trade practices and unfair methods of competition. "Out of this," he said, "has come the Federal trade practice conference which, started as an experiment, has now become recognized as a valuable institution.

"The Department of Justice," he continued, "has no hostility to the Federal trade practice conferences; on the contrary, it approves these conferences and believes that within their legitimate field they afford valuable opportunity for education and for constructive progress in industry."

In discussing the charges recently made that certain industries have used trade practice conference rules as an excuse for price fixing, the assistant to the Attorney General admitted that there have been instances where this has been done, but said that the department realizes that it is not the intention of the Commission to permit such action and that where this has occurred the Attorney General intends to take appropriate legal action.

Legal proceedings aimed at price-fixing, he reassured the Chamber, need give no concern to the business world in general and there are no revolutionary changes in law policies impending. However, Mr. O'Brian warned, the Department of Justice will not permit any industry to take advantage of trade conference rules to fix prices, or resort to any other practices which lead to illegality.

Legislation to Permit Copyright of Designs Recommended

Enactment of legislation providing for copyright registration of designs is recommended in a report just submitted to the House of Representatives by the Patents Committee.

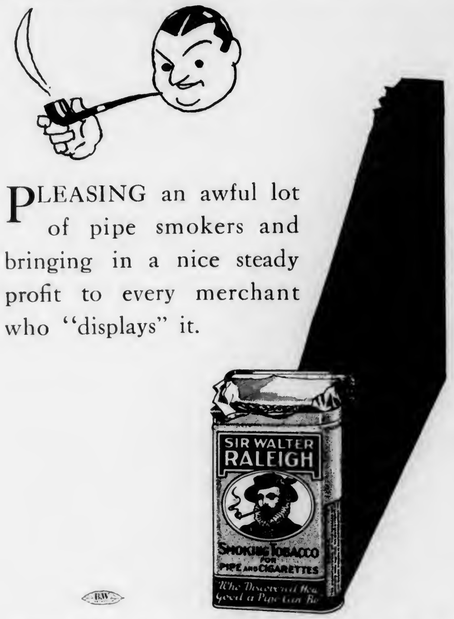
The purpose of the bill is to encourage industrial design in the United States by furnishing adequate protection against piracy of original designs for manufactured products. No adequate protection, it is pointed out in the report, has heretofore been provided for designs of this character, with the result that notwithstanding the high order of American artists and designers, and the desire of manufacturers and merchants to supply such demand, America has failed of leadership in industrial design, and other countries, particularly France, wherein industrial design is adequately protected and encouraged, has taken and holds that leadership.

The measure applies to industrial designs the same character of protection that is applied under the copyright laws to artistic productions and works of art such as statuary and painting. It has long been established that industrial designs are entitled to protection, but under the present laws it is not possible to obtain adequate protection, and in consequence thereof the original productions of artists and designers are pirated and sold in inferior goods so that their value is impaired or destroyed shortly after they appear on the market.

"The present laws attempt to protect industrial designs by granting design patents," it is pointed out. "These laws are unquestionably a misfit and a failure. It takes months to obtain a design patent and the commercial value of the design may be destroyed by cheap imitations before the patent is issued. Many of the designs are seasonal and ephemeral and become obsolete before patent protection can be obtained. The pro-

(Continued on Page 14)

"And O'er His Heart
A SHADOW FELL,"
[Edgar Allan Poe, 1809-1849]
"Coming events cast their shadows before"
AVOID THAT FUTURE SHADOW
by refraining from over-indulgence
We do not represent that smoking Lucky Strike Cigarettes will cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a Lucky" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a trim figure.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
"It's toasted"
Your Throat Protection—against irritation—against cough.
TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.
© 1930, The American Tobacco Co., Mfrs.



PLEASING an awful lot of pipe smokers and bringing in a nice steady profit to every merchant who "displays" it.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

DRUG, INC., TAKES VICK CHEMICAL

A. D. Diebold, president of Drug, Incorporated, recently announced that negotiations had been concluded under the terms of which Drug, Incorporated, will acquire the business and assets of Vick Chemical Company. The transaction was authorized by the board of directors of Vick Chemical Company and a special meeting of the stockholders of Vick Chemical Company was called.

Under the terms of the agreement, Vick Chemical Company will receive 456,000 shares of the capital stock of Drug, Incorporated, which will be distributed to Vick stockholders at the rate of fifty-seven one-hundredths share of Drug, Incorporated, for each share of Vick.

Vick Chemical is the successor to the business of that name founded by Lunsford Richardson. The company has plants at Philadelphia and Greensboro, N. C.

Drug, Incorporated, through its subsidiaries is one of the largest manufacturers and distributors of drug store merchandise in the world. It also owns and operates Louis K. Liggett Company, a large retail chain, and owns a controlling interest in Boots Pure Drug Company, Ltd., which owns and operates 860 retail drug stores in Great Britain. Its subsidiaries own some of the best known brands and trade-marked articles.

CONSOLIDATED CIGAR EARNINGS

The Consolidated Cigar Corporation reports net profit of $497,473 for the first quarter of 1930, equivalent to $1.07 a share on the common stock, as compared with $668,924, or $1.72 a share in the first quarter of 1929.

PHIL PHULOFAX ON FATHER'S DAY

FATHER'S DAY will be coming along pretty soon now, and there's a chance for the cigar dealer to cash in, as well as to make the day mean something real to the head of the family," says Phil M. Phulofax, D. B. I., business philosopher and specialist in cigar retailing, associated with Bayuk Cigars, Incorporated, whose selling tips to retailers are appearing regularly in the advertising pages of this magazine.

"The old man has taken it in the neck so often," Mr. Phulofax says, "that he's likely to take it in the same place again in the shape of a green and purple necktie, unless he stands up for his rights. That's up to the cigar dealer. He can remind his customers that their families will be remembering them on Father's Day, and he can suggest they tactfully hint that a box of their favorite brand of cigars, bought at his store, will be just the right remembrance."

"Go & Gettem, out in Anytown, are making up some Father's Day signs now for the display counter, according to word received yesterday by Mr. Phulofax. They also send along an enclosure which they plan to insert in every package sale prior to the Big Day.

"'A FATHER STILL HAS SOME RIGHTS!

"'Stand up for yours. Don't let your Father's Day present be something you can't enjoy. Drop a tactful hint that you'd like a box of good cigars. We're ready to serve whoever buys your present. Yours for bigger and better Father's Days.'"

That firm, in Mr. Phulofax's opinion, has developed a fourteen-karat selling idea—the kind that can be turned into real money. It's being passed on to the trade because Mr. Phulofax believes it provides a practical way for cigar dealers everywhere to show an increase in box sales.

PIPE HEEL COSTS $150

Coincident with the serious forest fires which have occurred in several of the Eastern States in the past few weeks comes a report from Shenandoah, Pa., that a pipeful of tobacco cost Oliver Gilbert $150. Gilbert was charged with carelessly dumping the still burning contents of his pipe in the woods near there and a forest fire resulted, according to the evidence which was brought against him by State foresters at a hearing.

Gilbert settled by paying the fine.

SCHULTE-UNITED APRIL EARNINGS

Schulte-United Five Cents to a Dollar Stores, Incorporated, report sales for April, 1930, of $2,444,298, as compared with $990,050 for the same month of 1929.

The number of stores operated in April, 1930, was ninety-seven as compared with fifty-five stores operated in the same month of last year.

Sales for the first four months of 1930 were $7,327,433, as compared with $3,323,068 during the first four months of 1929.

GENERAL CIGAR EARNINGS

The General Cigar Company, Incorporated, reports net profit for the March quarter of $614,250, after charges and Federal taxes, equivalent, after dividend requirements on the 7 per cent. preferred stock, to $1.07 a share on 489,084 no par shares of common stock.

These earnings compare with $705,369, or $1.51 a share on 407,570 common shares in the first quarter of 1929.

FOR MAY

The season is on. Wading through swirling streams, thousands of fishermen will keep an even temper with the aid of a cool-burning pipeful of Granger Rough Cut. Luckily, that wholesome, mellow flavor can be had in all seasons, and the large, fragrant flakes are wrapped in a soft foil package that stuffs comfortably into any sporting jacket.

The above poster is a timely reminder—during May it will appear in full colors on the bill-boards of the country.

LIGGETT & MYERS TOBACCO CO.

GRANGER
ROUGH CUT
... in more pipes every day!

SIR WALTER RALEIGH TALKS TO RETAILERS

THE BROWN & WILLIAMSON Tobacco Corporation, Louisville, Ky., manufacturers of the "Raleigh" cigarettes and "Sir Walter Raleigh" smoking tobacco, has prepared an interesting pamphlet about their Raleigh Revue which is being broadcast each Friday evening over a network of twenty-five stations.

In the pamphlet Sir Walter addresses a message to retailers, in which he states: "I want to make myself and my products so well known that your customers will unconsciously say 'Raleigh' cigarettes or 'Sir Walter Raleigh' smoking tobacco, instead of asking for some other product they have been buying from habit.

"The best way to accomplish this, is to talk to as many people as I can and tell them about the merits of my products.

"And that's exactly what I have been doing for the past few weeks and what I will continue to do for weeks to come.

"Every Friday evening at the stroke of ten, it is my privilege to broadcast my Raleigh Revue to sixty-five million people.

"We bring them the finest, most novel radio entertainment on the air. Our program is presented in the form of a revue. I act as master of ceremonies and introduce our well-known artists; tell the radio audience some of my past experiences and escapades and also tell them about 'Raleigh' cigarettes and 'Sir Walter Raleigh' smoking tobacco."

The program is broadcast each Friday evening at 10 o'clock New York time over station WEAF and the network of the National Broadcasting Company.

The May 23d program is as follows:

ACT I—Trumpets: "Every Day is Ladies Day With Me"

The Raleigh Rovers with Orchestra—Signature Song: "Sir Walter Raleigh"

Ensemble—Group from "Present Arms"....*Rodgers*

"Do I Hear You Saying" (The Raleigh Rovers)

"Crazy Elbows" (Two Pianos)

"Blue Ocean Blues"

"You Took Advantage of Me" (The Raleigh Rovers)

Phil Ohman and Victor Arden—"Clover Club".*Arndt*

Orchestra with Vocal Interlude by Soprano—

"Blue Is the Night" from "Their Own Desire" .....*Fisher*

The Raleigh Rovers—"Where's That Rainbow," from "Peggy Ann".....*Rodgers*

Orchestra with Piano Interludes—

"My Love Parade" from "The Love Parade" .....*Scherlzinger*

"Telling It to the Daisies".....Warren

"Nobody's Sweetheart" .....*Schoebel*

Orchestra with Vocal Interlude (Soprano and Tenor Duet)—

"Lazy Lou'siana Moon".....*Donaldson*

Ensemble—"Manhattan Serenade" .....*Alter*

ACT II—Trumpets: "Every Day Is Ladies' Day With Me"

Orchestra—"Gigolette" .....*Lehar*

The Raleigh Rovers—"Blondy" from "Marianne," *Greer*

Orchestra and Two Pianos—

"Don't Ever Leave Me" from "Sweet Adeline" .....*Kern*

Tenor Solo: Lewis James with Orchestra—

"Do You Know My Garden".....*Wood*

Orchestra—"Some of These Days".....*Brooks*

The Raleigh Rovers—"Chloe".....*Moret*

Phil Ohman and Victor Arden—

"University of Maine Stein Song".....*Femsted*

Ensemble—Group from "Whoopee".....*Donaldson*

"Making Whoopee"

"Come West, Little Girl" (Two Pianos)

"Love Me or Leave Me" (Duet)

"I'm Bringing a Red Red Rose" (The Raleigh Rovers)

The Raleigh Rovers with Orchestra—Signature Song: "Sir Walter Raleigh"

Here are the artists who comprise the permanent personnel:

SIR WALTER RALEIGH, impersonated by Mr. Alfred Shirley, well-known actor, famous in Broadway stage productions and radio presentations.

THE RALEIGH ROVERS, the finest quartette in America, each member of which is an accomplished soloist. James Melton is first tenor, Lewis James second tenor, Eliot Shaw baritone, and Wilfred Glenn bass. Frank Black, prominent orchestra conductor and composer, is their director and accompanist.

THE ORCHESTRA, twenty-five pieces, conducted by William Merrigan Daly, who has been musical director for many of the New York musical comedy hits.

THE PIANO DUO, a regular feature every Friday night—the famous Phil Ohman and Victor Arden, who have spent much of their time in Broadway shows and on the air.

PHILIPPINE TOBACCO SHOWS IMPROVEMENT

A DISPATCH from the Philippines to the Department of Commerce at Washington states that the recent dry spell in Isabela and Cagayan tobacco districts was broken in the middle of March, and tobacco crop prospects now show some improvement.

Local market prices for the old crop rose about 30 per cent. in March, and trading in export grades also registered increased activity. Exports of raw leaf, stripped and scrap, totaled about 2600 metric tons, of which American buyers took approximately 260 tons; Spain 1575; the rest of Europe 36; North Africa 446; Japan 250, and Hong Kong 20 tons.

FIRST QUARTER MENGEL EARNINGS

Earnings of the Mengel Company, Louisville, Ky., manufacturers of shipping containers and cigar boxes, are reported as $142,922 for the first quarter of 1930, equivalent to twenty-six cents a share of common stock. This compares with $399,886, or $1.06 a share in the first quarter of 1929.

The directors of the Mengel Company have authorized calling for payment September 1st, next, bonds maturing in 1932 and 1933 amounting to $400,000.

CIGARS FROM CUBA'S PRESIDENT

A yarn that is going the rounds is to the effect that a Paris newspaper man thirty years ago lent fifty francs to a foreign student who was hard up. Recently he received 3000 of the finest Havana cigars, direct from the Isle of Cuba. With them came a letter revealing the identity of the sender as the one-time student, and the student is now Dr. Machado, president of the Republic of Cuba.

CIGAR RETAILERS, get this free Father's Day Poster

Phil M. Phulofax, D. B. I.
(the retailer's friend)
says:

"Make Father's Day Cigar Gift Day"

"If there's ever a big business day on the calendar that rightfully belongs to the cigar retailer, it's the day when Dad is being remembered. Up on your toes, boys! . . . I'm going to help you.

"I've had a talk with the fellows who run things at the big Bayuk factory. They're the kind of folks who are always ready to listen to ideas as to how they can be helpful in increasing sales for cigar retailers. I said, 'Gentlemen, how about helping to make Cigar Gift Day another name for Father's Day?' 'Fine!' said they, unanimously.

"'Then,' said I, 'get busy and get out a bang-up Father's Day poster . . . no Bayuk advertising on it—just something real striking that'll suggest that cigars are the gift that Dad wants.'

"They've done it! The poster's ready. Say, you can see this poster a mile away! It's 12 by 42 inches, printed in vivid red, black and yellow on white stock, with gummed strips for easy hanging.

"Father's Day offers a grand opportunity to sell a lot of cigars by the box—instead of by the handful. Here's the way to go about it:

"1. First thing, grab a pencil and send for the poster I've got waiting for you—even though you may have received other Father's Day display material from your jobber. But I must have your request by June 1st; and two posters are the limit per retailer.

"2. Put the poster on your window at least two weeks before Father's Day.

"3. Get out a good supply of popular brands of cigars. Stack 'em up on the counter in a neat, attractive manner. Price-mark them plainly, making sure you have an assortment that will appeal to all kinds of pocketbooks.

"4. Get your line o' talk working—suggest to every customer that he or she give cigars on Father's Day—not only to Dad, but to other adult males.

"Remember, there is no Bayuk advertising on this poster. And it's FREE. Just address your letter or post-card request to me, care of Bayuk Cigars, Inc., 9th St. and Columbia Ave., Philadelphia, Pa."

P. S.—Tear out this ad; keep it handy, so as to remember the above suggestions.

Phil M. Phulofax* D. B. I.

Associated with BAYUK CIGARS, INC., *Philadelphia*
Makers of fine cigars since 1897

BAYUK BRANDS BUILD BUSINESS

BAYUK PHILADELPHIA CIGAR
BAYUK HAVANA RIBBON
CHARLES THOMSON
MAPACUBA
PRINCE HAMLET

—*It's Ripe Tobacco!*—every Bayuk cigar

News from Congress

(Continued from page 8)

posed act gives protection by copyright immediately upon introduction of the goods to the public by selling them or offering them for sale in the United States."

The present bill is the tenth in a series of bills the first of which was introduced in 1924.

Demurrage on C. O. D. Parcels May Be Charged

Legislation authorizing the Postmaster-General to charge demurrage on undelivered C. O. D. parcels and to impose a fee for directory services given insufficiently or improperly addressed mail, was approved by the Senate May 8th. The bill providing for demurrage on C. O. D. parcels had previously been passed by the House of Representatives.

The measure covering C. O. D. parcels would give fifteen days' free time, but if not removed by the addressee within fifteen days would be subject to a charge not exceeding five cents per day thereafter. This legislation, it was stated in the report of the Post Office Committee on the bill, is needed because of the growing practice of using the post office for storages of collect on delivery parcels. It is pointed out that the express companies allow only three days free time, but it is not the intention of the department to impose a hardship upon users of the mails, but simply to prevent abuse of the privilege of having packages held until the consignee can come in and pay for them.

The bill providing for the collection of a fee on mail accorded directory service would permit the Post Office Department to make a charge of two cents for each piece of mail which has been given such service and delivered or returned to the sender. The rendering of this special service now costs the Government approximately $2,000,000, and it is believed that a small charge would not only cause those who benefit from the service to pay for it but would also result in more carefully addressed mail.

UNITED STATES EXPORTS OF TOBACCO, MARCH, 1930

According to data compiled in the Division of Statistics, Department of Commerce, the export tobacco trade of the United States during March, 1930, amounted in value to $12,901,778. These data are compiled from export declarations of shippers and are made public as quickly as the declarations are assembled and tabulated.

Exports of leaf tobacco, stems, trimmings and scraps totaled 54,887,391 pounds with a value of $11,635,255. Cigarette exports amounted to 497,814,000, and the weight of other manufactured tobaccos was 465,163 pounds. The distribution of tobacco and its products was to 82 different countries, 63 countries participating in the distribution of leaf tobacco and 73 countries in the distribution of finished tobacco products. The countries to which United States tobacco and its products are exported are located in every quarter of the world, and details, involving type of tobacco, country to which shipped, amount and value, are made public for each month in statistical statement No. 2601. This detailed statement may be obtained at any address in the United States for $1. Remit the amount, with address, to the Bureau of Foreign and Domestic Commerce, Washington, or to any of its district offices.

TOBACCO ADVERTISING SHOWS INCREASE

THE total of all cigar, cigarette and tobacco advertising in national magazines, national farm magazines and for radio broadcasting during April, 1930, was $720,174, compared with $709,854 for March, 1930, and $700,000 for April, 1929. A study of April advertising expenditures for tobacco products in these three classifications, indicates that radio advertising was the only one of the three to show an increase for the month, over both March, 1930, and April, 1929, according to the Business Survey Department of Dorrance, Sullivan & Company, New York advertising agents. Of this total, the amount spent in broadcast advertising for March was $170,508 compared with a February figure of $129,866, a gain of approximately 6 per cent. A year ago radio advertising expenditures were $122,113.

While radio advertising showed an increase for April, national magazine advertising by cigar, cigarette and tobacco advertisers dropped off, $29,872, as against a total of $552,138 for March, 1930, and the April figure was $522,266. National magazine advertising totaled $559,572 which would show a loss of $37,306 between April, 1929, and April, 1930, figures.

The accumulative total for tobacco products advertising for the first four months of 1930, with the exception of radio, which covers the three months, including March, was $2,412,870, a gain of $142,644, as compared with $2,260,126 for the same period of 1929. Radio advertising showed an accumulative total of $436,814 for the first three months of 1930, a gain of $153,358, over the $283,456 reported for the same period of 1929.

The national farm magazine total for the same period was $68,925, a loss of $33,399, compared with $102,324 for 1929.

The national magazine accumulative total was $1,907,131, a gain of $32,985, compared with $1,874,346, for the same period of 1929. A year ago 27 advertisers were using national magazine space compared with 26 this year.

A check-up on April cigar, cigarette and tobacco advertising showed it to be distributed as follows: Standard magazines $34,260, a loss of $16,460 over April, 1929, figures of $17,800; flat magazines $90,784, a loss of $41,574 over April, 1929; women's magazines $92,040, a loss of $14,036 over April, 1929, which was $78,004; general and class magazines $39,725 a loss of $9305 over April, 1929; weekly magazines 302,763, the only group to show a gain over April, 1929, for which the total was 44,069. The total net loss for National magazine advertising for April, 1930, compared to April, 1929, was $37,206.

National farm magazine advertising of tobacco products for April, 1930, was $26,400, as compared with $27,850 for the same period of 1929, a loss of a little over $1000.

JEFFERSON JOINS AMERICAN CIGAR CO.

Harley W. Jefferson, former vice-president of the P. Lorillard Company, has joined the American Cigar Company in the capacity of assistant manager of the leaf department.

Mr. Jefferson held a similar position with the P. Lorillard Company up to the time of his resignation from that firm a few weeks ago.

"OLD GOLD" SALES GAIN 20 PER CENT.

COMMENTING on business of the P. Lorillard Company, the *Wall Street Journal* says sales by P. Lorillard Company of its leading brands, in the various divisions in which it operates showed substantial increase in the first three months of 1930 as compared with the first three months of 1929. Sales of the principal product, "Old Gold" cigarettes, gained over twenty per cent. in the first quarter of the year over the first quarter of 1929, and the April increase was at a slightly better pace.

Lorillard has been pushing the "Rocky Ford" cigar, its five-cent cigar, with the result that sales in January, February and March increased sixteen per cent. to eighteen per cent. over the like months of 1929.

In December, last year, Lorillard began to wrap its higher priced cigar "Muriel," in cellophone, in line with the trend in the cigar industry. That this move was popular, is evidenced by the fact that sales of this cigar, in the first quarter, were more than double the sales in the first quarter of last year.

Lorillard has a substantial business in smoking, scrap chewing tobacco and plug tobacco. Volume of business in the first two divisions has shown good increases this year.

Partly as a result of the increase in business, but principally as a result of the higher price being obtained for the popular-priced cigarette, profits of Lorillard this year are showing a substantial gain over the same period last year.

Lorillard, like other leading cigarette manufacturers, reports earnings only once a year, so that the effect of the new price and increased volume will not be manifest until the full year's results are reported early in 1931.

While the earning trend has reversed from the declining tendency of the past four years, it is as yet too early to forecast possible 1930 results. Earnings however, probably will be substantially greater than earnings in 1929, 1928 or 1927. In 1929, net profit was $1,336,656, against $1,817,428 in 1928 and $2,490,786 in 1927. It is quite possible that earnings this year will reach or exceed the 1926 net income of $4,117,197. This was equal, after allowance for preferred dividends, to $1.74 a share on the 1,908,505 common shares now outstanding.

Dividends May Be Resumed

As it is yet too early to forecast the earnings for year, it is similarly too soon to forecast possible action with respect to resumption of dividends on the common stock. Dividends were omitted on the common stock in 1927 after payment of two stock dividends of two per cent. each, which represented a reduction from the previous rate of seventy-five cents quarterly in cash.

As the earnings now are on the up-trend, however, resumption of dividends is in prospect. Whether the directors will take action along that line as soon as earnings are sufficient to cover a moderate payment, or will prefer further to establish the earning power of the company, is uncertain, and it is understood that no policy has been determined in this connection.

In addition to the 1,908,505 common shares, there are outstanding 113,076 shares of seven per cent. preferred stock and $35,012,200 of bonds. Of the bonds, $15,000,000 of 5½ per cent. mature in 1937, $9,394,750 of 7s in 1944, and $10,617,450 or 5s in 1951. The earliest maturity, therefore, is seven years away. The common stock has been selling around 25, against the 1929-1930 high of 31½ and the low of 14¼.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

1928 CIGAR TOBACCOS ARE THE FINEST IN YEARS—LA PALINAS ARE NOW MADE OF 1928 CIGAR TOBACCOS—EXCLUSIVELY

LA PALINA
AMERICAS LARGEST SELLING HIGH GRADE CIGAR···OVER A MILLION A DAY

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City	President
W. J. LUKASWITZ, Dayton, Ohio	Vice-President
MAURICE HARTMAN, Hartford, Conn.	Treasurer
HENRY FISHER, New York City	Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
CHARLES D. COLEMAN, Chicago, Ill.	Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President

TARIFF BILL RETURNED TO CONFEREES

(Continued from page 3)

Additional Amendment

"but in no case shall such provisions be applicable to goods, wares, articles, or merchandise so mined, produced, or manufactured which are not mined, produced, or manufactured in such quantities in the United States as to meet the consumptive demands of the United States."

Conferees' Comments Thereon

"This will prevent the application of these provisions to articles such as rubber and tea, which are not produced in the United States, *and articles as to which our domestic production does not satisfy our consumptive needs.*"

After quoting the foregoing, we took occasion to observe that this "Indentured Labor" provision as construed by the conferees should not be applied at all to Sumatra wrappers because it can hardly be said that the domestic production of wrappers can "satisfy our consumptive needs."

This statement was, of course, not intended, nor could it have been construed as an assurance on our part that the official authorities would in fact hold that the statute does not apply to Sumatra.

The question, if raised, can be determined definitely only by a litigation in the courts, and since the decision of the courts would necessarily have to depend upon a question of fact, which would probably be sharply disputed by the shade-growing interests, no one can foretell what the courts might ultimately decide.

Moreover, there appears to be no way of bringing a test case before January 1, 1932, when the provision actually becomes effective.

Under these circumstances the only safe course to pursue is for the Sumatra growers to change the "penal sanction" provisions of their labor contracts well before the new law becomes effective, the sooner, after the Tariff Bill is enacted, the better, for the statute, if passed, will apply to tobacco arriving here after January 1, 1932, that was produced in whole or in part by labor employed under conditions condemned by Congress.

RYAN HEIRS SUE TO END GUARDIAN RULE

Elinor M. Ryan, eighteen years old, and Joseph J. Ryan, sixteen, grandchildren of the late Thomas Fortune Ryan, financier and tobacco magnate, have petitioned the Surrogates' Court to replace their maternal grandmother, Mrs. Ellen M. Morse, of Washington, as one of their guardians by appointing some person "of more suitable age and a greater knowledge of the world."

Mrs. Morse is seventy-four years old and they assert that she is somewhat old-fashioned and "has had no opportunity to learn present-day methods of living."

MANILA CIGARS APPEAR IN CELLOPHANE

Manila cigars have made their appearance in cellophane wrappings following the popular demand for this wrapping in this country.

The Meritas factory in the Philippine Islands is the first to adopt this new feature and the first shipment has arrived in this country.

IMPERIAL TOBACCO AND TUCKETT MERGER

RUMORS of a merger agreement between the Imperial Tobacco Company of Canada, Ltd., of Montreal, and the Tuckett Tobacco Company, Ltd., of Hamilton, the two largest tobacco companies in Canada, were prevalent in Montreal financial circles last week, and the rumors received credence there when there was a demand for shares of the Tuckett Company on the stock exchange.

According to the reports, the Imperial will offer shareholders of Tuckett Company thirty shares of Imperial for one share of Tuckett Company. No confirmation or denial could be obtained from officials of the two companies who could be reached.

During the last few minutes of trading on the market last Saturday morning the Tuckett stock advanced thirty-five points to a new high figure of $240 a share.

An offer of thirty shares of Imperial for one of Tuckett would give the Tuckett common stock a valuation of $307.50, it was said, inasmuch as Imperial stock was quoted at 10¼ and with little demand.

Both companies have been in existence in Canada since 1912, in which year they were incorporated. The Tuckett Company was established to consolidate three "Tuckett" enterprises: George E. Tuckett & Son Company, Ltd.; Tuckett Cigar Company, Ltd., and Tuckett, Ltd., that had been operated separately and had grown out of the original firm of Tuckett & Billings, established in 1845.

In the event of the acceptance and consummation of the merger, as rumored, Imperial Tobacco Company of Canada, Ltd., will become the dominating factor in the Canadian tobacco field. Previously it has controlled 90 per cent. of the cigarette business and approximately 60 per cent. of the entire tobacco business.

The capital structure of the Tuckett Tobacco Company, Ltd., consists of preference shares authorized to the amount of $2,000,000 of $100 par value per share, and common stock in the same amount and of the same par value. The preference shares have carried a dividend of 7 per cent., which, with the exception of 1913, has been paid in full each year. The common stock has paid a dividend of 4 per cent. for the past nine years.

The Imperial Tobacco Company has preferred stock authorized to the extent of $9,733,309 with a par value of £1 per share; common stock with a par value of $5 a share has been authorized to the amount of $54,000,000, while of this amount $45,510,960 has been issued. The preferred stock has paid a dividend of 6 per cent., while the common has paid a dividend of 6 per cent. with a bonus, which in the last two years has been 2 per cent.

NEW MIDDLE WEST JOBBER FOR BAYUK

A new distributor for Bayuk's "Havana Ribbon" brand has been appointed in Cincinnati by mutual agreement. The brand formerly handled in that territory by C. N. Krohn has been turned over to G. W. Bickett & Sons, who, while one of the youngest jobbers in that territory, has been enjoying a splendid business. Things are looking bright for a steady increase on the "Havana Ribbon" in that territory.

LIGGETT AND MYERS DIVIDEND

Directors of the Liggett & Myers Tobacco Company have declared the regular dividend of $1 a share on both the common and common B stock of the company. Both dividends are payable June 2d to stockholders of record May 15th.

N. C. L. T. A. CONVENTION JUNE 2D

PLANS are rapidly nearing completion for the two-day annual convention of the National Cigar Leaf Tobacco Association, to be held this year at Lancaster, Pa., on June 2d and 3d.

These annual conventions of the leaf tobacco trade are always looked forward to as being worth while, both from the standpoint of always seeing something accomplished at the business sessions for the good of the industry, and also something good in the way of entertainment.

The convention plans are in the hands of an able committee of Lancaster men who have a reputation for always providing the best that can be had in the way of entertainment, and those who attended the last convention in Lancaster will not want to miss this one. Get your reservations in early so that the Lancaster committee will know how many and how much to provide. Milton H. Ranck, of Lancaster, is in charge of the arrangements.

PIONEER SHADE GROWER DEAD

D. Alexander Shaw, a pioneer in the shade-grown tobacco industry, died at his home near Quincy, Fla., on April 4th after an illness of about two years.

Mr. Shaw was connected with the tobacco-growing industry during his entire lifetime, as was his father before him, and in 1898 he grew the first wrapper tobacco under shade, using slats nailed together to produce the shade.

He was one of the organizers of the Florida Tobacco Company, and also one of the organizers of the American Sumatra Tobacco Company.

He retired from the tobacco industry in 1924 and entered the automobile field, and at the time of his death was president of the Shaw-Keeter Motor Company, of Gainesville.

Funeral services were held on Monday, April 5th, in the Gainesville Presbyterian Church.

He is survived by his widow, three daughters and one sister. He was sixty-four years old.

DEISEL-WEMMER EARNINGS UP

Report of Deisel-Wemmer-Gilbert Corporation for the first three months of 1930 shows net profit of $151,303 after charges and Federal taxes, equivalent, after 7 per cent. preferred dividends, to fifty cents a share on 238,095 shares of no-par common stock. This compares with $147,052, or forty-eight cents a share, in the same period of 1929.

Earnings for the first three months of 1930 do not include the equity in the profits of the Bernard Schwartz Cigar Corporation, in which the Deisel-Wemmer-Gilbert Corporation owns 97 per cent. of the outstanding stock.

CIGARETTE SALES INCREASING

The *Wall Street Journal* states that while the big manufacturers of cigarettes do not publish quarterly earnings, it is quite certain the results of the first three months of the current year were highly favorable, for the sales are reported to have shown continued progressive increase during the period.

There has been profit-taking in some of these stocks, but it has been rather well absorbed recently. Important interests, who accumulated American Tobacco and Liggett & Myers at lower levels, have not been tempted to reduce their long position.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

LONG LIFE AND CIGARS

There is consolation in a cigar, it smooths out the ruffles in the temper, induces a philosophic mood, and tends to long life and happiness. So that if the young generation, of whom we hear so much and of their tastes, wish to be happy and long on this earth to enjoy that happiness, they should take to and keep to cigars. The Grand Old Man of the medical profession, Dr. John Dixon, died the other day in Bermondsey in his ninety-eighth year.

He was the oldest Freemason in the country; the oldest member of the Royal College of Surgeons; the oldest member of the Royal College of Physicians; and the oldest Guy's Hospital student. Dr. Dixon was the son of a Yorkshire farmer, being a native of Hessle, East Riding. Almost to the end he was a very heavy smoker, sometimes indulging in as many as eight cigars a day. He told with glee how he attended the last annual dinner of the Royal College of Surgeons, and astonished those sitting near him by smoking two cigars.

Mr. John Darnall, of Shakespeare Road, Fleetwood, who on April 7th celebrated his seventy-fourth birthday, believes that the smoking of cigars is an aid to longevity and conduces to a contented mind. For over thirty years Mr. Darnall has smoked 3600 cigars every year, and he averages between nine and a dozen cigars every day of his life. He is a connoisseur of cigars, and he can name any brand by a whiff of the smoke.—*Tobacco,* London.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

YESTERDAY:—45,699. For all tobacco products. April 22, 1930. George Schlegel, Inc., New York, N. Y.

YANKEE CLIPPER:—45,702. For cigars. April 8, 1930. William Boucher & Sons, Baltimore, Md.

TALKIE:—45,703. For all tobacco products. February 11, 1930. Consolidated Litho. Corp., Brooklyn, N. Y.

GOLDEN WEST:—45,706. For all tobacco products. January 7, 1930. W. H. Snyder & Sons, Windsor, Pa.

CHRYSLER:—45,708. For pipes and smokers' articles. April 28, 1930. House of Comoy, New York, N. Y.

LADY HORTENSE:—45,709. For all tobacco products. April 5, 1930. Consolidated Litho. Corp., Brooklyn, N. Y.

GOTHAMITE:—26,022 (U. S. Tobacco Journal). For cigars. Registered September 26, 1902, by Frank Weber, New York, N. Y. Through mesne transfers acquired by Lewis & Emmott, Philadelphia, Pa., and re-transferred April 23, 1930, to August P. Emmott, doing business as G. P. Emmott & Co., Philadelphia, Pa.

GOLDEN WEST HOTEL:—19,561 (Tobacco World). For cigars, cigarettes and cheroots. Registered January 28, 1910, by Havatampa Cigar Co., Tampa, Fla. Transferred to Consolidated Litho. Corp., Brooklyn, N. Y., April 23, 1930, and re-transferred to W. H. Snyder & Sons, Windsor, Pa., April 28, 1930.

CONDE LUNA:—22,636 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered July 11, 1911, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred April 21, 1930, to Ramon Meabe, Detroit, Mich.

GARCIA SUPERIOR:—30,508 (Tobacco World). For cigars. Registered October 30, 1914, by Steffens, Jones & Co., New York, N. Y. Through mesne transfers acquired by the Consolidated Litho. Corp., Brooklyn, N. Y., and re-transferred to G. A. Kohler & Co., Yoe, Pa., April 18, 1930.

MANHATTAN TOWER:—45,629 (T. M. A.). For cigars, cigarettes and tobacco. Registered December 24, 1929, by E. Popper & Co., Inc., New York, N. Y. Transferred to J. Barnett, New York, N. Y., April 23, 1930.

SHAGREEN:—45,667 (T. M. A.). For cigarettes. Registered February 15, 1930, by J. Miranda, New York, N. Y. Transferred to The Shagreen Products Co., Inc., New York, N. Y., April 23, 1930.

EASTERN DREAM:—45,666 (T. M. A.) For cigarettes. Registered February 15, 1930, by J. Miranda, New York, N. Y. Transferred to The Shagreen Products Co., Inc., New York, N. Y., April 23, 1930.

TAMPA PRODUCTION SLIGHTLY OFF

FIGURES released by the Internal Revenue Bureau for the Tampa district show the total number of cigars manufactured for the month of April, 1930, was 39,699,581, as compared with 40,450,310 for the same month of 1929.

The production of cigars by classes was as follows: Class A—13,902,000; Class B—761,000; Class C—17,715,000; Class D—7,191,000, and Class E—128,600.

SALES AGENCY ORGANIZED

The Walter Raymond Company, Incorporated, has been organized here with executive offices at 233 South Fifth Street, to act as representatives and sales agents for manufacturers selling through grocery, drug and confectionery stores in the Philadelphia territory. I. Raymond Spector is general manager of the company.

THE HAPPY-GO-LUCKIES

LAST MONTH a novel advertising feature was introduced by the American Tobacco Company for their "Lucky Strike" cigarettes by an announcement over the radio during the "Lucky Strike" broadcast that cut-out place cards are now being packed in the "Lucky Strike" tins of fifty cigarettes.

These cut-out place cards add to the gaiety of the bridge party and the afternoon social tea. Various figures are represented such as a Drummer Boy who beats his drum with two matches inserted under the cut-out hands, and cigarettes inserted through an opening in the card form the legs.

The Beach Vamp achieves legs with cigarettes, and the parasol handle is a match. Many other figures are represented, all having cigarettes for legs.

Introduced nationally last month, the "Happy-Go-Luckies" have been well received in the best social and family circles. Lithographed in bright colors, the novel and amusing cut-out figures appeal to women smokers, who are buying the tins to secure a collection of the varied designs. A second series of additional characters are now in preparation and will be released soon.

The reverse side of the cut-out figures carries a brief description and advertisement: "Lucky Strike Bridge Favors and Place-Cards. These unique little figures of varied designs can be utilized for luncheon place-cards and for bridge favors, and are offered in order to call attention to the merits of Lucky Strike Cigarettes. 'It's Toasted.'"

PORTO RICAN CROP 26,786,353 POUNDS

Figures recently released by Charles E. Chardon, Commissioner of Agriculture of Porto Rico, following a survey of crop conditions begun January 28th, gives the total number of growers on the island as 4796, the number of acres planted as 4,331,229, with an average production of 618 pounds to the acre, making a total production of the 1929-1930 crop of 26,786,353 pounds.

Mr. Chardon states that from information gathered from different sources, the present crop in general is of excellent quality and this is due principally to the favorable weather conditions at the height of the tobacco harvesting.

AYER HOLDING PHOTOGRAPHIC EXHIBIT

The second annual exhibition of contemporary American photography is being held at the galleries of N. W. Ayer & Son, Incorporated, advertising agency, Philadelphia, Pa. All of the 113 photographs in the exhibition have been used in illustrating either editorial articles or advertising.

The exhibition will continue until June 1st, when it will be replaced by a display of paintings by artists in the employ of N. W. Ayer & Son.

CUBAN TOBACCO COMPANY EARNINGS UP

The Cuban Tobacco Company and subsidiaries report net profit for the year ended December 31, 1929, of $558,335 after taxes, interest, minority stockholders' dividends and their proportion of undistributed net. The March, 1930, quarter consolidated net income was $523,249, equivalent, after dividend requirements on $8,947,600 6 per cent. preferred stock, to $1.25 a share on the 249,636 shares of common stock, as compared with $345,147, or eighty-four cents a share in the first quarter of 1929.

JUNE 1, 1930

VOLUME 50 No. 11

THE TOBACCO WORLD

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AUTOKRAFT BOX CORP.

Its Only A Short Time Since The NEW AUTOKRAFT WOODEN CIGAR BOX Was Introduced

Some of the largest and most progressive cigar manufacturers recognizing this distinctive creation have better packed, and distributed in this preferred box over 750,000,000 cigars, because it is the most economical and practical package for cigars.

It gives maximum protection and presents the finest and most artistic package possible.

THE NEW AUTOKRAFT WOODEN CIGAR BOX
THE
BETTER CIGAR BOX
Manufactured and Distributed by the
AUTOKRAFT BOX CORPORATION
Phila., Pa. Hanover, Pa. Cincinnati, Ohio. Kansas City, Mo.
LIMA, OHIO YORK, PA.
St. Louis, Mo. Chicago, Ill. Detroit, Mich. Hopkinsville, Ky.

AUTOKRAFT AUTOKRAFT

A NATIONWIDE SERVICE

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

Cigar Counters and Show Cases

Are designed so the smoker can see and select his favorite cigar at a glance.

That's why cigars packed in wooden boxes are usually given preference in displays. Their size, shape and arrangement fits in with the "planned layout" of the cigar case and counter.

To conceal cigars in other forms of containers tends to defeat the purpose of the cigar retailer. Added to this is the fact that cigars packed in wooden boxes retain their original mellowness and aroma combined with the natural fragrance of the wood.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 11

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, JUNE 1, 1930 — Foreign $3.50

UNITED STORES SHOW LOSS OF $1,000,000

THE ANNUAL STATEMENT mailed last week to stockholders of the United Cigar Stores Company reveals that store operations of the company were conducted at a loss of $1,424,-124.31 for the year ended December 31, 1929. Operations of the Happiness Candy Stores and other subsidiaries also incurred a loss of $185,465.38.

Profits resulting from real estate and financial operations, however, amounted to $4,556,220.01, thus making a net profit of the company for the year, after provision for Federal Income taxes, of $2,846,630.32. Surplus at the end of the calendar year amounted to $691,828.40.

Earnings of the company for the year 1929 were equivalent to thirty-two cents a share on the common stock, as compared with sixty-three cents a share in the year 1928.

In a letter to the stockholders, George K. Morrow, chairman of the board, proposes to change the common stock from $10 par value to stock of no par value. Mr. Morrow's letter reads as follows:

"As was stated in the special report to stockholders dated January 9, 1930, the directors have been considering whether a readjustment of the company's capital structure was not required in view of some of the items in the company's balance sheet, particularly the item of $34,440,622 representing "good will and leaseholds." Of this item, over $21,500,000 is "good will," nearly all of which dates back to the inception of the company and represents the par value of securities issued in excess of the net tangible property acquired. The balance of this item represents the value of leaseholds set up at the inception of the company or an appreciation therein subsequently taken up on the books. In view of the recent earnings record of the company, the directors feel that the item of good will is now probably largely in excess of the present value represented and that this fact, because of the company's very small surplus, might amount to such a substantial impairment of the company's capital as now constituted as to prevent or unduly defer the resumption of dividends out of current earnings. The directors are accordingly recommending to the stockholders for their consent and approval at the annual meeting on May 28, 1930, a reduction in the company's common stock now outstanding and thereafter the changing of such shares into shares of common stock without par value.

"Such a recapitalization would permit the company to adopt the more conservative practice of carrying good will, leaseholds and all other intangibles on the books of the company at only $1.

"It is believed that this reduction in capital and the changing of the shares of common stock into shares without par value will be in the interests of all of the stockholders."

PORTO RICO-AMERICAN MAY ACQUIRE 100% CONGRESS

A SPECIAL stockholders' meeting of the Porto Rico-American Tobacco Company has been called for June 16th, for the purpose of considering a proposal to change the Class A stock of the company from 150,000 shares of $100 par value to 500,000 shares of no par value, and an increase in Class B stock from 300,000 shares to 500,000 shares.

President Louis Toro, has forwarded a letter to the stockholders explaining the proposed increase in stock as follows:

"It seems desirable to send a word of explanation to accompany the secretary's notice of the approaching special meeting of the stockholders.

"Your company now owns approximately sixty-five per cent. of the capital stock of the Congress Cigar Company, Inc., and seventy-five per cent. of the Class B common stock of Waitt & Bond, Inc. It has been the consensus of opinion among the managements of your company and its two affiliated companies just mentioned, that it would be to the advantage of the combined businesses of the three companies if your company, instead of owning only the percentages mentioned above, should become the owner of substantially all of the capital stock of its said two affiliated companies.

"As a means to that end the board looks favorably upon making an offer on a proper basis to the minority stockholders of Congress Cigar Company, Inc., and Waitt & Bond, Inc., to deliver to them an original issue of your company's stock in exchange for such minority stocks in the two affiliated companies on a fair basis to be worked out and presented to such minority stockholders as soon as may be expedient in the judgment of the board after the authorized capital stock of your company shall have been increased.

"The board has no present intention of issuing any part of the proposed increase in authorized stock for any purpose other than the exchange aforementioned.

"The conditions prevalent in efficiently run organizations at the present-day demand that every advantage be taken to increase distribution and reduce expense. To these ends a unification in the operation of the three businesses, which will become possible only upon a consummation of the proposed plan, is regarded as a step of the utmost importance."

SUN RAY OPENS IN PROMINENT LOCATION

The Sun Ray Drug Company has opened its second store in Philadelphia at 932 Market Street, in the building occupied by Otto Eisenlohr & Bros., Inc. This is one of the most prominent business locations on Market Street, in the heart of the shopping district.

PHILADELPHIA.

WAGNER TO DISTRIBUTE NEW "PALL MALL"

THE firm of John Wagner & Sons, 233 Dock Street, importers and distributors of high grade cigars, tobacco, etc., has been selected by the American Cigar Company as exclusive distributors for this territory for their new "Pall Mall" brand of cigars, and Wagner & Sons report an oversold condition on this brand, and with 100% distribution obtained among their customers.

With their stock of this brand not arriving until June 1st, it can readily be seen that Wagner & Sons and their customers have the utmost confidence in the success of this new brand.

In announcing this new brand to the trade, the American Cigar Company believes it has brought the old Spanish method of cigar making right up to date, with the result that they have in the "Pall Mall" brand produced a cigar which is faultless and with the same taste and smoke satisfaction in every size of the brand.

Instead of making "Pall Mall" cigars in several different shapes and sizes, as has been customary in other brands, this brand will be manufactured in four sizes, but in only one shape. That is to say, that the only difference in the four sizes will be in the length of the cigar, with no difference in the thickness or shape, thus assuring the same flavor, aroma and complete satisfaction which can only be obtained from tobacco that is smoked in bulk.

No matter what size or price of the "Pall Mall" cigar you smoke, you are sure of only one and the same blend of filler—the very finest that the market affords! And the prices of the "Pall Mall" cigar depend entirely upon its length.

Instead of pointed ends, all "Pall Mall" cigars have a blunt end. Thus your enjoyment of "Pall Mall's" fine Havana filler starts with the very first pull —no waiting for the binder and wrapper tip to burn before you get into the cigar!

Thus for the first time you have a cigar that assures you the same identical quality filler in all sizes—a cigar where difference in length does not mean difference in flavor or mildness.

The "Pall Mall" cigar is packed in a full cedar box with attractive red labels, which bear a close resemblance to those of the well-known "Pall Mall" cigarette. The cigar is made of the finest Havana filler with a shade wrapper and individually wrapped in

(*Continued on page 15*)

YAHN & McDONNELL HOLD OPENING

THE Yahn & McDonnell headquarters now located at their new address, 617 Chestnut Street, have issued invitations to the trade for the formal opening of their new location on June 2d and 3d, when the trade will have an opportunity to inspect their new offices and humidor. A buffet luncheon will be served to the guests.

Their new humidor, located on the first floor, is one of the largest in the country owned by any distributing house.

Yahn & McDonnell have acquired the cigar stand concession in the new twenty-four story Architects' Building now under construction at Seventeenth and Sansom Streets. A store in the corner of the building twelve by twelve feet has been leased by Yahn & McDonnell, which carries with it the stand privileges in the lobby of the building.

Paul Brogan and Harry Shetzline, of the firm, are preparing to attend the Sixth Annual Golf Tournament of Waitt & Bond jobbers, which will be held on June 9th at the Montclair Golf Club, Montclair, N. J. These two expert golfers always come home with one of the splendid prizes offered.

The "Blackstone" cigar, one of Y. & M.'s best sellers in this territory, is showing a substantial increase in sales so far this year over the same period of last year.

"Optimo" and the other high grade brands which are distributed by Yahn & McDonnell here are also enjoying an excellent demand.

STEPHANO CIGARETTES IN NEW YORK

An aggressive sales campaign is being put on in New York City by Stephano Brothers, of this city, manufacturers of high grade cigarettes.

Attractive window displays are being shown by New York retailers with gratifying success. "Stephano" cigarettes have not been pushed on the New York market for some time, and their "come back" is being watched with interest.

SELF LIGHTING CIGARETTE CORPORATION

The Self Lighting Cigarette Corporation of this city has filed a Delaware Charter, listing 200,000 shares of no par common stock.

LUCKY STRIKE
"IT'S TOASTED"
CIGARE
* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

20,679* Physicians
say "LUCKIES
are less irritating"
"It's toasted"
Your Throat Protection—against irritation—against cough.
©1930, The American Tobacco Co., Mfrs

HARVEY HIRST NEW PRESIDENT OF BAYUK CIGARS, INCORPORATED

BAYUK CIGARS, Incorporated, on May 16th announced a change in personnel which is of the utmost importance to the entire cigar industry.

Samuel Bayuk resigned as president to become chairman of the board of directors, and was succeeded in the presidency by Harvey L. Hirst, formerly vice-president and secretary. Louis A. Kramer remains as vice-president, and A. Joseph Newman and H. P. Wurman are promoted to vice-presidents. A. N. Hirst was elected treasurer, and J. O. Davis secretary.

The board's action represents the consummation of an ideal toward which Mr. Bayuk has been working for many years—the advancement of his associates to the active management of the great business which he founded and built, and the opportunity for him to devote more time to the promotion of tobacco culture so that the tobacco industry as a whole may benefit.

The relinquishment of the presidency of Bayuk Cigars, Incorporated, does not mean that Mr. Bayuk will in any way lessen his active interest in the business itself, for he will continue to take an important part in the executive phases of manufacturing and in the buying of imported tobaccos. Mr. Bayuk believes his success may be attributed chiefly to his unswerving belief that quality, rather than the supplementary aids of selling and publicity, is the foundation of any sound business. He has always insisted that Bayuk cigars must be made of the finest tobaccos and in accordance with the most modern methods.

With his two brothers, Mr. Bayuk started in the cigar business when he was still a boy in his teens, and he started from the place where he could learn it best—the bench. The three brothers made a "Ribbon" cigar for a Philadelphia store, and in 1897 they formed a partnership and commenced manufacture under their own name of the famous "Havana Ribbon." From the very beginning the business exhibited strong indications of that healthy growth which has been characteristic of it ever since. In 1912 it was incorporated as Bayuk Brothers, Inc., with Samuel Bayuk as president, and in 1920 was reincorporated as Bayuk Cigars, Incorporated, its present name. Five years later the general offices were moved to Ninth Street and Columbia Avenue, where they are now housed in the largest, most sanitary and most scientifically equipped cigar factory in the world. Bayuk also operates fifteen other plants.

Harvey L. Hirst, the new president, has been with the Bayuk organization for more than twenty-five years. He entered it as a shipping clerk when the concern was only eight years old, and Mr. Bayuk was quick to recognize the abilities of the seventeen-year-old youth who seemed so eager to learn and so capable of applying his knowledge to the betterment of business. Since that first early association Mr. Bayuk has constantly sought to aid Mr. Hirst in obtaining a thorough understanding of every phase of the industry so that he might some day richly merit the place which was awarded to him yesterday. How accurately Mr. Bayuk judged of his possibilities is shown by the great respect and admiration in which Mr. Hirst is held by his associates and the dominating heads in all the branches of the entire cigar industry.

After his apprenticeship as shipper Mr. Hirst became bookkeeper, a position for which he had fitted himself by attending night school and studying accounting in his spare time. Later he was promoted to credit manager, and in 1912, at the time of incorporation, was made assistant treasurer. He became secretary of the corporation in 1916, a director in 1920, and vice-president three years later.

For many seasons Mr. Hirst has accompanied Mr. Bayuk on his trips to Europe and Cuba to learn from this "old master" the secrets of buying quality tobaccos in foreign markets. Mr. Bayuk is generally considered as one of the greatest authorities on tobacco in the world.

Louis A. Kramer, who has been a vice-president since 1917, has been with the organization for fourteen years. As domestic leaf buyer, and as an expert and practical consultant on all types of cigar tobacco, Mr. Kramer is widely known throughout the tobacco areas of the United States, and one of his greatest contributions to the industry has been his educational work among tobacco growers. A lifelong student of soil and crops, he has worked incessantly to teach growers better methods by actually laboring side by side with the growers in the fields to demonstrate his proven knowledge.

One of the two new vice-presidents is A. Joseph Newman, who retains his office as general sales manager. Mr. Newman has been in the cigar business for thirty years; prior to his connection with Bayuk he had been with P. Lorillard as general sales manager of the cigar department. Because of his extensive travels the trade is well acquainted with Mr. Newman. Since his association with Bayuk he has inaugurated the policy of following the merchandising of the product through to the ultimate consumer, and in carrying out this policy he has made it a practice to help the jobber and retailer to become better merchants.

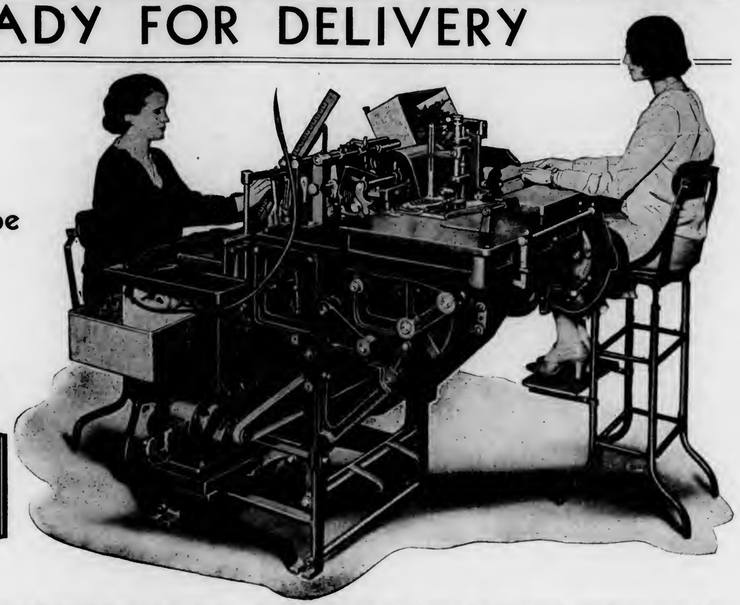
Visitors to Bayuk plants who comment upon their scientific equipment and sanitary condition—and all of them do comment—are paying a tribute to the genius of H. P. Wurman, general production manager, and now also a vice-president. Mr. Wurman has been in the cigar business for seventeen years, and before coming to Bayuk in 1925 was one of the production managers for the General Cigar Company. He is a disciple of the policy that everything done today can be done better tomorrow, and he is constantly striving to improve upon every detail of the Bayuk manufacturing division. Possessed of an unusual mechanical ability, Mr. Wurman has spent a great deal of time in studying production problems, resulting in his contributing many valuable improvements to machine methods of cigar-making.

A. N. Hirst, newly-elected treasurer, came to Bayuk in 1911 as a bookkeeper, and since 1920 has been assistant treasurer. In his 19 years with the firm he has been purchasing agent, advertising manager, home

(Continued on Page 16)

NOW READY FOR DELIVERY

The New Model S-2 Cross Feed Type Universal Long-Filler Bunch Machine



Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.

OUR latest Bunch Machine is one that will prove of incalculable importance to the cigar manufacturing industry. This new "Cross Feed Type" Machine which has been in use for some time in making high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, has been subjected to the severest practical factory tests, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The fillers are fed into the trough of the "Cross Feed" in a way that permits the lapping of the leaves and thus building up a bunch in the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

This "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length.

It is entirely automatic in action. It feeds and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are placing the filler in the feed trough and laying the binder on the rolling table.

We are now ready to make deliveries of this machine to the cigar industry in general with our full confidence and the unqualified approval of those practical cigar manufacturers who have given it a trial. To insure deliveries of these machines during the balance of 1930 orders should be placed as far in advance as possible.

The Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine will produce, with two operators, from 450 to 500 uniform, spongy, free-smoking bunches an hour, equal, if not superior to the highest quality of hand work.

The machine is quickly and easily adjusted for any size or shape of bunch, or for right or left hand bunches. It is adapted for use in conjunction with mold work or the Model R Universal and other recognized Automatic Cigar Rolling Machines.

The price of the Model S-2 Cross Feed Type Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, until July 1st, 1930, is $2,225.00. F.O.B. Newark, N. J.

Rebuilding Model S "Standard Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed" Type will cost $750. Doing the same with Model T "Blending Type" Universal Long Filler Bunch Machines will cost $1,000 F.O.B. Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

PREFERENTIAL treatment by the House of Representatives of the Capper-Kelly resale price maintenance bill was sought of the House Rules Committee May 21st, by Representative Parker of New York, chairman of the Interstate and Foreign Commerce Committee.

Appearing before the Committee in an effort to secure a rule under which the House might give immediate consideration to the measure, Chairman Parker declared that while the measure does not receive the unanimous approval of his Committee, the bill did receive the support of a substantial majority.

Representative Kelly (Rep.), Pennsylvania, who with Senator Capper (Rep.), Kansas, drafted the measure, pointed out that it has been before Congress a number of times and volumes of testimony have been collected by the Interstate Commerce Committee. He declared that the measure was in line with purposes of the Sherman anti-trust law and asserted that if the present rate of increase in the business of chain stores is allowed to continue, that within the next few years this industry will control 60 per cent. of the retail trade. Three hundred retail stores have been put out of business by the chain stores during the past ten years, he said.

One of the principal objections made toward the bill by the members of the Rules Committee was that no hearings have been held on the measure since 1926. Kelly pointed out that a number of hearings have been held on the measure prior to that time and all that could be said has been said, and for that reason it was not thought necessary to hold further hearings.

He said that there was nothing revolutionary about the measure, but that it is a protection for the little retailer, the consumer and for the rstoration of a right held up to 1911. He added that it was the small manufacturing concerns who were arguing for passage of the bill, while the large concerns have shown but little interest in the measure.

Representative Kelly declared that the way the chain stores operate to injure the small retailer is to reduce the price set by a manufacturer on a guaranteed article, but charge an "extortionate" price for an article not so commonly known.

Not a "Trust-Busting" Campaign

Institution of a suit against the Radio Corporation of America and the electric companies whose radio interests were to be taken over does not presage a trust-busting campaign on the part of the Government, according to officials of the Department of Justice.

Rumors that there was to be a return of the Rooseveltian trust-busting policy have been rife for some time and especially since the filing of the Radio Corporation suit.

The position of the department with respect to anti-trust prosecutions was made clear in an official statement, designed to relieve the fear that business was to be harassed.

"Reports that the Department of Justice is starting on a 'trust-busting' campaign are erroneous as there is no occasion for any such campaign," it was declared.

"It must be borne in mind that the courts, during the past twenty years, have greatly clarified the Sher-Act so that the business world knows more precisely what the limitations upon its activities are. In addition, the business world as a whole in the large sense is endeavoring to keep within the act.

"There are some developments in our economic life which bring forward new problems in relation to the Sherman Act, that have to be further clarified by the courts. One of these situations arises out of the action of the last administration in raising the question as to the use of interlocking patents in which a decision was reached in the oil-cracking case, which creates a new set of considerations and where the law needs be further clarified.

"The department has before it at all time many cases of possible violation of the law, which are subject to rigid inquiry and in most of which it is found that the violation does not exist. There are other cases where there still remains a doubt and generally, in such the business world readily makes adjustments to remove such doubts.

"Where there are cases of actual and deliberate violation of the act, the department now, as always, proceeds to enforce the law. There is no change in policy in respect to any of these matters."

Unsolicited Merchandise may not be Mailable

Legislation prohibiting the transportation through the mails of unsolicited merchandise was adopted by the Senate May 23d without opposition, and now goes to the House of Representatives for consideration.

The bill provides that unsolicited merchandise which any person desires to send for the purpose of sale to the addressee shall not be accepted for mailing, and that if such unsolicited merchandise is deposited in the mails it shall not be delivered to the addressee, but shall be returned to the sender charged with postage due at double the regular rate to be collected from him upon delivery, and upon failure of the sender to pay such return postage the matter is to be disposed of as dead matter.

I'll back P.A. against them all

I SAW P.A. come into the picture some nineteen years ago. I saw it nose out the leading brands of the day. With steady gait, it showed a clean pair of heels to the field. I know and you know that it has maintained its lead ever since. And you and I know *why!*

The minute you open the tidy red tin and let that fragrance fill the air, you're ready to cheer for P.A. Then you load up and light up. . . . Cool as a judge deciding the winner. Sweet as a blue ribbon for your favorite. Mild and mellow and long-burning.

No wonder more P.A. is smoked than any other brand. No wonder Prince Albert counts its friends by the million. If you don't know all this by personal experience, it's high time you found out. Get going today with good old P.A. That's *my* tip, Gentlemen.

More for your money in every way — TWO full ounces in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 Up

CIGAR IMPORTATION FIGHT NOT OVER

Washington, D. C., May 28.

A FURTHER fight on the repeal of the prohibition upon importations of cigars in lots of less than 3000, provided for in the tariff bill, looms in the House of Representatives, where leaders have been urged to reinstate the present statute, modified so as to provide for minimum importations of 300.

The retention of some sort of limitation has been consistently advocated by the domestic cigar industry, which now is greatly heartened by the enlistment on its side of organized labor. Labor representatives have pointed to the present unemployment in the cigar industry, as the basis for their demand that Congress reverse itself on the cigar statute so as to avoid possibly even greater distress.

The provision to repeal the cigar statute was put into the tariff bill only after a bitter fight. With the concerted attacks now being made on the measure in both the Senate and House of Representatives, every interest not satisfied with the measure has put forth its claims for reconsideration. The fight against repeal of the statute now is based largely on unemployment, it being pointed out that the effect of the repeal is to open the United States market to a mail order trade from Cuba while American workmen are unemployed.

LINZ.

AMERICAN SNUFF BUSINESS AHEAD

At the recent annual meeting of the stockholders of the American Snuff Company, Martin J. Condon, president of the company, reported that business of the American Snuff Company, so far this year, is ahead of the same period of last year, although the results for the full year will depend upon general business conditions in the South, and, to a large extent, upon the cotton crop and its price.

All the directors of the company were re-elected.

"CAMELS" ON THE AIR

CAMEL is going on the air.

With a galaxy of Broadway and Hollywood stars, a famous conductor and orchestra, a celebrated "blues" composer and loads of other headline talent, "Camel" cigarettes will put on beginning June 4th, a radio program that for size, brilliance and individuality will equal or surpass anything broadcast so far.

R. J. Reynolds Tobacco Company have carefully considered broadcasting both as a builder of good will and a sales stimulus. The makers of "Camel" cigarettes have withheld any announcement, however, until they had determined upon a type of program that would immediately arrest and permanently hold the attention of the radio public.

A careful study was made of the outstanding broadcasts of today. Many of these excellent programs, it was felt, have developed a character that is individual. Each has exclusive features, and each has developed a special audience or following.

In laying out their own program, therefore, R. J. Reynolds Company felt that they must pioneer in a new type of broadcasting entertainment, one that would depart considerably from any existing programs, however excellent.

The consummation of this idea of exclusive radio entertainment required most careful planning. But after months of preparation "Camel" has evolved a program which its sponsors believe will not only make an instant hit but will hold the public's interest from week to week.

While it would be premature, prior to the actual broadcast, to divulge the names of the stars of the "Camel" Hour, it can be stated that they are celebrities in their different fields of entertainment. Most of them already have achieved national and even international reputations. The mention of their names will immediately focus attention on the "Camel" programs.

But the sponsors of the new hour felt that even this was not sufficient. So these luminaries of the screen and stage are to be cast in a new background—a genuine platinum setting.

The "Camel" Pleasure Hour will be a radio revel. Stars you would have to pay $6.60 a seat to hear on Broadway will entertain you for the mere spin of a dial, and you will always have the centre aisle seat in Row A of the orchestra.

The first broadcast of the "Camel" Pleasure Hour will take place Wednesday night, June 4th, at 9:30 P. M., eastern daylight time, from WJZ in New York, and associated stations in the network of the National Broadcasting Company. The "Camel" hook-up will cover the entire East as far south as Atlanta, west to Colorado, north to the Twin Cities and south again to the Texas border.

LANCASTER ACREAGE THE SAME

Reports presented at the recent meeting of the Lancaster County Tobacco Growers' Association indicated that tobacco acreage in the county will remain approximately at the same figure as that of last year, which was contrary to expectations.

Due to the trouble experienced last year by some of the growers in marketing their crops, it was thought that the total acreage planted this year would be substantially less than last year.

B. AND W. MOVES UNIT TO LOUISVILLE

IN line with the plan of the Brown and Williamson Tobacco Corporation to centralize their plants at Louisville, Ky., George Cooper, president of the corporation, has announced that the smoking tobacco manufacturing plant, formerly located at Winston-Salem, N. C., has been moved to Louisville, where the cigarette manufacturing plant of the company has been located for more than a year.

It was announced that the removal of the smoking department from Winston-Salem would not materially effect those employed there as that plant would be maintained as a special plant for the preparation of snuff and plug tobacco, employing about the same number of workers as were formerly engaged.

The "Raleigh" cigarette and "Sir Walter Raleigh" smoking tobacco, products of the Brown and Williamson Tobacco Corporation, are showing a highly satisfactory demand throughout the country.

LIGGETT AND MYERS EARNINGS HIGHER

The *Wall Street Journal* reports that recent estimates of Liggett & Myers earnings for the current year now indicate that these may amount to more than $11 a share. This is based on a normal growth in cigarette production, and also on the belief that the higher price for cigarettes, inaugurated last year, will prove highly favorable.

In each year since 1920, with the exception of one, a steady increase in net income has been registered. Last year earnings established a new record for the company, and at the close of the year, ratio of current assets to current liabilities was better than eleven to one.

HI HAMMER JOINS CHARLES THE GREAT

Hi Hammer, well-known cigar salesman, who, prior to his retirement two years ago, had been connected with the clear Havana industry for twenty-five years, has announced his intention of again taking up the reins, and will soon be on the road again reviving old friendships in the interest of "Charles the Great," the high-grade clear Havana brand of Salvador Rodriguez, Incorporated, of Tampa.

Mr. Hammer is at present in Cuba looking over holdings there, and on his return he will be off on a trip through the country with samples of "Charles the Great."

ZIFFERBLATT MOVES TO NEW QUARTERS

George Zifferblatt & Company, manufacturers of the "Habanello" cigar, has sent out an announcement of their removal from their old quarters, at 324 North Ninth Street, to their new factory building at 243 South Third Street, where they will have a modern and up-to-date factory, which will give them the necessary space to take care of their constantly increasing business.

This quality cigar is a comparatively new brand, but has met with a ready response wherever it has been introduced.

MacANDREWS AND FORBES EARNINGS

MacAndrews & Forbes, licorice manufacturers, report for the first quarter of 1930 net income of $255,763 after all charges and taxes, equivalent to sixty-six cents a share on the common stock. This compares with net of $289,885, or sixty-seven cents a common share for the same period of last year.

W. J. NABER NOW DIVISION MANAGER

ACCORDING to an official announcement by the American Tobacco Company last week, W. J. Naber, who has been connected with the sales department of the company for the past several years, has been placed in charge of the Brooklyn and Long Island branch of the company's business, succeeding H. Rashkind, who will play an important part in the field work of the American Cigar Company's promotional campaigns in the future.

Mr. Naber during the last year or more has been acting as contact man between the company and the chain store systems, and has been highly successful in that field.

Mr. Naber has a wide acquaintanceship in the New York territory, and although "Lucky Strike" cigarettes have been showing a substantial and steady increase in sales for many months, it is confidently anticipated that Mr. Naber will be able to obtain a further increase in his territory.

"EL TORO" CIGARETTES IN THE FIELD

The first shipment of "El Toro" cigarettes has been received by the Porto Rican-American Tobacco Company and will be placed in the market in competition with domestic brands.

The cigarettes are packed in the conventional style of twenty in a cup package and go to the retailer at $6 a thousand, less ten and two.

It is said that the Porto Rican-American has no desire to displace domestic brands with its own cigarettes, but that the excess production capacity of their Porto Rican factory over and above that necessary to take care of consumption on the Island only will be shipped to the United States.

N. Y. DELEGATES TO CONVENTION NAMED

At a meeting of the New York Leaf Tobacco Board of Trade, held last week, the following delegates to the National Cigar Leaf Tobacco Association convention, to be held at Lancaster, June 2d and 3d, were named: Arthur Bornholdt, of A. Bornholdt & Company; Menko Rose, of Rose & Wobbe, Incorporated; William Singer, of S. Rossin & Sons; Henry Fisher, secretary of H. Duys & Company; Morton Miller, of Durlach Brothers, and Percival Lowe, of Percival Lowe, Incorporated.

The alternates are: John J. Regan, of Cullman Brothers, Incorporated; W. J. Ruthenberg, of the International Tobacco Company; Herman J. Cohen, of Julius Marqusee & Son, Incorporated; Samuel Bijur, of E. Rosenwald & Brother; John H. Duys, of H. Duys & Co., and George F. Schnath, leaf tobacco broker.

COMMERCIAL BOX COMPANY MERGED

The Commercial Box Company, cigar box manufacturers, of Newark, N. J., has been merged with the business of Alexander Ungar, Inc., cigar manufacturers, of New Brunswick, N. J.

Alexander Ungar, Inc., has acquired the physical assets of the Commercial Box Company, and the machinery and equipment has been moved into the New Brunswick factory. Mr. Frank Schleicher, proprietor of the Commercial Box Company will remain with Alexander Ungar, Inc., in an advisory capacity, and his son, Allison, will continue in active business with the new firm.

H. A. WALKER DEAD

HENRY A. WALKER, a former vice-president of the Liggett & Myers Tobacco Company, died at his home in Louisville, Ky., on May 12th. He had been in ill health for almost a year.

Mr. Walker spent the early part of his business career in Danville, Va., and Durham, N. C., and moved to Louisville in 1907. He retired from active business about a year ago.

He was an elder of the Second Presbyterian Church; a member of the Pendennis Club, and the Louisville Country Club.

He is survived by his widow, Mrs. Ida Walker; one son, Henry A., Jr.; two daughters, Mrs. Robert A. Adams, of Indianapolis, and Mrs. Charles B. Castner. Mr. Walker was sixty-two years old.

FONSECA AWARDED PRIZE AT SEVILLE

F. E. Fonseca & Company have received notification from the Spanish Ambassador that the grand prize of the Iberian-American Exposition held at Seville, Spain, has been awarded that company for the exhibit of an eight-and-a-half foot clear Havana cigar.

The cigar was made personally by F. E. Fonseca, Sr., prior to his death. The medal and diploma are expected to arrive in Cuba this month, where they will be placed on exhibition at the Fonseca offices there together with the cigar exhibit.

Later, it will probably will be shipped to New York City for exhibition in the offices of the company there.

STANDARD ACQUIRES FIBRE BOX COMPANY

The Standard Paper Box Corporation, of Los Angeles, Cal., has acquired the patent rights, equipment and good will of the California Fibre Box Company, and will carry on the manufacture of fibre cigar boxes as an independent unit of the Standard Paper Box Corporation, according to an announcement by Charles Ruble, president of the Standard Paper Box Corporation.

The fibre cigar box is manufactured under the Mofibo patents, and was first introduced about four years ago.

DON'T FORGET FATHER'S DAY

Father's Day will be observed on June 15th, and every retail tobacconist should be able to increase his sales during the week prior to this date. Observe how the haberdasher and the department stores go after additional business for this event, and see that your windows have posters on them calling the attention of the public to the fact that June 15th is Father's Day and that he will most certainly appreciate a box of cigars or other smokes on this day, and your cash register is sure to show an increase in sale during that week.

KROGER COMPANY SALES DECREASE

The Kroger Grocery and Baking Company, which operates a large chain of stores in the Middle West, and which sell a large volume of cigarettes, reports sales for the five weeks ended May 3d, of $26,075,411, as compared with $27,434,602 for the same period of 1929, or a decrease of 4.9 per cent.

Sales for the period of January 1 to May 3, 1930, were $91,802,056, as compared with $95,059,185 for the same period of 1929 or a decrease of 3.4 per cent. Stores in operation on May 3d totaled 5331, as compared with 5367 at the same time last year.

HENRY MOORE ESTATE $1,000,000

THE estate of the late Henry D. Moore, who died recently at his home in Haddonfield, N. J., is estimated to be more than one million dollars. The will was filed for probate at Camden, N. J., two weeks ago.

The entire contents of the will were not made known, but William G. Moore, one of the sons and an executor announced that his father had left $70,000 for the maintenance of a parish house in Mr. Moore's native town of Steuben, Me., and $20,000 to the First Presbyterian Church of Haddonfield. The Board of Foreign Missions of the Presbyterian Church in America is also to receive $5000, and the Board of Relief for Disabled Ministers and Orphans receives a like amount.

Mr. Moore was at one time resident of the Atlantic Snuff Company, and later a director of the American Snuff Company.

Mr. Moore died on March 24th at the age of eighty-eight. He was a prominent member of the Masonic Fraternity, and helped materially in the building of the splendid Masonic Temple of Haddonfield, N. J.

MAY GROW TOBACCO IN EGYPT

Alhough the growing of tobacco in Egypt has long been forbidden because of the aridity of the soil, and the belief that all the soil that was, or could be made fertile, should be used in the raising of foodstuffs, the Egyptian government has been experimenting with tobacco growing and is anticipating carrying these experiments further.

After prolonged negotiation with the American Government an American tobacco culture expert has been selected to advise the Egyptian government on tobacco-growing problems.

The Egyptian Ministry of Finance has asked the Council of Ministers to open a credit of £60,000, and the American tobacco expert has been engaged through the Egyptian Legation at Washington for a period of three years.

NEW A. T. RICHMOND PLANT OPEN

According to C. H. Gibson, local manager of the American Tobacco Company's new six-story factory at Richmond, Va., manufacturing operations were scheduled to begin on May 26th.

The building, estimated to cost, with its equipment, more than $3,000,000, has been erected on one of the fastest building schedules in the history of Richmond construction. The company's new power plant is expected to be ready for operation by July 1st.

The new plant has a daily capacity of 100,000,000 cigarettes as compared with 42,000,000 in the other plant, and production will be stepped up to capacity gradually, employees being increased accordingly.

TOBACCO TAXES 15 PER CENT. OF HUNGARY'S INCOME

Government figures, just made public, reveal that $29,000,000 of the national revenue of Hungary comes from the sale of tobacco, amounting to 15 per cent. of the total.

The sales in the year 1929 were enough to supply fifteen cigars and two hundred fifty-two cigarettes to each man, woman and child in that country.

THE WORLD'S TOBACCO CROP.

ACCORDING to the Tobacco Section, Department of Commerce, reviewing available data, the world's tobacco production in 1928 increased 55.8 per cent. over the pre-war average. According to these data the annual tobacco crop of the principal producing countries of the world during the five-year period 1909 to 1913 averaged 3,102,587,000 pounds. Immediately following the World War, efforts were made by all tobacco producing countries to increase cultivation in order to provide income for agricultural population if not to make the country self-sustaining as far as tobacco was concerned. As a result of this increased production, the world's annual production rose to 3,927,875,000 pounds during the five-year period 1922 to 1926.

As far as data are available, the 1922 production was approximately 19 per cent. below the 1909-1913 average but in 1923 surpassed the average by a few thousand pounds and in 1924, 1925 and 1926 registered amounts well over the four billion mark, reaching 4,439,710,000 pounds in 1924, 4,748,175,000 pounds in 1925 and 4,769,990,000 pounds in 1926. The United States during the period under review increased the annual production by over 34 per cent., going well over the billion mark. The greatest United States production during this period was in 1923 when there were produced 1,515,110,000 pounds or near 48 per cent. of the world's total production.

There are fifty-three countries producing tobacco in commercial quantities, yet there is no country of importance in the tobacco trade which produces a sufficient quantity of various types of tobacco to satisfy the demands of its consumers. This fact is well established through a study of international trade. It will be seen that the United States draws on the countries of the Mediterranean for the aromatic tobaccos used largely in blended cigarettes, on Cuba for a high class cigar filler and on the Netherlands for the cigar wrappers of Sumatra. British India, although rated with the greatest tobacco production of any country, seeks outside sources of supply, numbering the United States among her suppliers.

In 1927, although the world's production of tobacco reached its peak, amounting to 5,446,265,000 pounds, production in the United States dropped slightly under the 1922 to 1926 average but in 1928 regained a few million pounds and passed this average. In the two years mentioned, on account of the great increase in world's production, the percentage produced by the United States was greatly reduced, amounting in 1927 to approximately 23 per cent and in 1928 to approximately 29 per cent.

The United States numbers among her leaf tobacco customers seventy-four countries, fifty-three of which produce tobacco on a commercial scale. Although the world's production exclusive of United States registered an increase in 1928 of nearly 64 per cent. over 1909, the United States increased her exports, on the same basis, slightly over 48 per cent. Thus it will be seen that increased world's production, which means, in fact, increased world's consumption, brings with it an increased demand for the tobaccos of the United States. These for the most part are used in blending with the native tobaccos to bring about a more palatable taste than is afforded by the production, which in many countries is of the rankest sort, never offered alone.

In many countries, notable among which are Italy, Belgium, Poland, Germany, Switzerland and France,

(Continued on Page 14)

"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

THE WORLD TOBACCO CROP

(*Continued from Page 13*)

as well as some South American countries, almost the entire production of native tobacco is consumed within the country. The finished products of Italy are almost wholly of native tobacco, while many finished products of France and Germany are fifty per cent. native. It has been said within the countries that Beligium and Poland could consume a much greater quantity of native tobacco than is produced. Some countries, numbered among producers have not successfully changed the taste of consumers and as yet only a very small percentage of native tobacco is used. These countries, however, continue to experiment with native production and with the taste of the consumer.

The vast increase in cigarette consumption in all parts of the world since the war years has contributed the greatest factor to increased production of tobacco. While it is generally thought by the uninitiated that cigarette tobaccos are the light colored aromatic tobaccos of the Mediterranean and the bright colored tobaccos of the United States, the cigarette tobacco tastes of many countries are for the dark heavy types of tobacco which are in competition with the dark heavy tobaccos of the United States. This is particularly true in all South American countries, the islands of the Caribbean, and among others in France, Spain, Portugal and Mexico.

In making an analysis of increased tobacco products by continents, comparing the 1928 production with the pre-war average, it is well to take into consideration all countries from which statistics are not available for either of the two periods by deducting from the 1928 data the production of those countries not reported for the pre-war period and adding an amount equal to the 1927 production for those countries not reported in 1928. On this basis Asia and Africa approximately doubled production. South American production increased 45.6 per cent., North American increased 35 per cent. and Europe, the center of tobacco consumption, increased production only 15.6 per cent.

Considering the dark types of tobacco only and in the light of competition with the dark tobaccos of the United States in the country of production and in international trade, it may be figured that between the pre-war period and 1928 the twelve countries entering into this competition practically doubled production. Of the twelve, only two registered decreases. While considering dark tobacco competition, that of the bright tobaccos must not be overlooked. The European taste for cigarette tobaccos in general is not for the bright tobaccos of the United States but for the aromatic types of the Mediterranean. On the other hand the taste of the British people and the Chinese is for the brights of the United States. In most European countries, United States bright tobaccos are blended in smoking mixtures, meeting the competition of Algeria, Java, Russia and the Mediterranean, and, in the category of cigarette tobaccos, meeting in the United Kingdom competition of the British Colonies.

Efforts have been made by many countries to grow and cure bright tobaccos from seed produced from the bright tobacco belts of the United States. In these attempts there have been many failures in obtaining color and in all in obtaining quality and aroma. Nevertheless the tobaccos have for the most part proven useful for home consumption and in a few cases have entered into exports.

Data covering the world's tobacco crop of 1929 are yet meager, and obtainable only for a few countries. Although most tobacco producing countries made further efforts to increase production and improve quality, out of twenty-three countries from which data are available, fourteen fell short of the 1928 production. Five of the latter countries compete with the United States in dark types and five compete in bright types.

AMERICAN MACHINE AND FOUNDRY COMPANY SPLIT FIVE FOR ONE

DIRECTORS of the American Machine and Foundry Company and its subsidiary, The International Cigar Machinery Company, have approved plans for the spilt-up of the capital shares of both companies. The former company plans increase in the authorized shares of capital stock from 300,000 to 1,500,000, and after the proposed increase is ratified by the stockholders, the old stock will be exchanged on a basis of five for one.

It is also proposed to retire all the outstanding seven per cent. preferred stock at $115 and accrued dividends.

The International Cigar Machinery directors have approved, subject to the ratification of the stockholders, an increase in the authorized capital stock of the company, from 300,000 to 600,000 shares, and the stock to be exchanged on a basis of two for one.

LEAF TOBACCO STOCKS UP

Stocks of leaf tobacco on hand in the hands of dealers and manufacturers on April 1st amounted to 1,965,246,000 pounds, as compared with 1,949,002,000 pounds on April 1st, 1929, according to statistics just released by the Tobacco Section, Bureau of Agricultural Economics, U. S. Department of Agriculture, at Washington. The total for the cigar filler type of Pennsylvania on April 1, 1930, was 165,004,000 pounds, as compared with 198,333,000 pounds April 1, 1929.

Binder types on hand April 1, 1930, amount to 177,771,000, a decline of approximately 1,000,000 pounds from the amount on hand for the same date last year.

Shade-grown wrapper types show an increase of about 3,000,000 over stocks on hand April 1st last year.

WEIDMAN FISHER FACTORY THREATENED

On May 18th the cigar box factory of Weidman, Fisher & Company, of Tampa, Fla., was threatened by what might have been a serious fire except for the efficient working of an automatic fire alarm signal.

Firemen arrived within a very few minutes after the sounding of the alarm and the blaze was confined to a stock of cedar cigar boxes.

BUSINESS ON "EL TRELLES" GOOD

Both Leo and Manuel Trelles, of M. Trelles & Co., New Orleans manufacturers of the "El Trelles" cigar, have been visiting the trade in Texas, and report excellent demand on their brand.

The company has just received a shipment of 125 barrels of choice filler from Havana, which insures the quality of their brand.

SAM BAYUK RETURNS

Samuel Bayuk, who is now chairman of the board of Bayuk Cigars, Inc., having relinquished the presidency of the company last week, has returned from Europe where he attened the Sumatra tobacco inscriptions.

TOBACCO EXPORTS FIRST QUARTER 1930

ACCORDING to a review of official data by the Tobacco Section, Department of Commerce, exports of unmanufactured tobacco from the United States during the first three months of 1930 were approximately 27 per cent. over the same period of 1929 and approximately 20 per cent over the same period of 1928. The 1930 figures are 158,809,611 pounds, valued at $35,146,210. During the three months under review, exports of manufactured products slumped considerably, due almost wholly to the present situation in China which has affected shipments of cigarettes. Exports of cigarettes during the 1930 period were approximately 50 per cent. of those of like periods of 1928 and 1929. The value of all manufactured products exported during the 1930 quarter was $3,283,713 and the total value of tobacco and its products was $38,429,923.

Increases during the 1930 quarter over the 1929 quarter occurred in Bright Flue-Cured, Burley, Dark Fired Kentucky-Tennessee, Dark Virginia, Green River, One Sucker, Black Fats and cigar leaf, leaving only Maryland and Ohio export below the 1929 figure. Dark Fired Kentucky-Tennessee lead the increases with a percentage of approximately 62, but there was quite a slump in the average price per hundred pounds, which during the 1929 quarter was approximately $19.85 and during the 1930 quarter was approximately $14.65. Bright Flue-Cured gained 24.5 per cent in weight but also lost in price per hundred pounds, dropping from an average of $27.40 to $25.05. The average price per hundred pounds for all unmanufactured tobaccos exported from the United States during the first quarter of 1930 was approximately $22.13. This value was $2.67 below the average value recorded during the corresponding 1929 quarter and $2.92 below the average value during the same quarter of 1928.

Details showing type of tobacco shipped to each country participating in the tobacco trade of the United States, with amounts shipped and the value, are issued each month by the Department of Commerce and this monthly report, Statistical Statement 2601, will be mailed to any address in the United States for one dollar a year.

WAGNER TO DISTRIBUTE NEW "PALL MALL"

(*Continued from Page 4*)

cellophane, and retails at two for a quarter, fifteen cents, three for fifty cents and twenty cents each.

George Stocking, of Arango y Arango, Tampa manufacturers of "Don Sebastian" clear Havana cigars, was in town on Monday visiting their local distributors, John Wagner & Sons, and reported an excellent business for his firm throughout the county. John Wagner & Sons report the "Don Sebastian" brand selling exceptionally well in this territory, and also report an excellent demand for "Haddon Hall" and their own private brand, "Monticello."

BOWLING LEAGUE OFFICERS ELECTED

At a recent meeting of the Philadelphia Cigar Manufacturers' Bowling League, held in Bayuk Cigars, Inc., offices, the following officers were elected for the coming year: E. M. Hirst, president; Lew Pollack, vice-president; H. Dimmig, secretary, and Augustus Baker, Jr., treasurer. Plans were discussed for the opening of the coming season in September, with all the teams ready to go.

Blackstones

now wrapped in Cellophane!

BLACKSTONE CIGARS, the same cigars that have been a famous favorite for over fifty years, announce a new feature. They now come wrapped in a protecting tube of Cellophane to preserve their purity and flavor. In this new covering the smoker can see what he buys, clearly. And the Cellophane gives the cigar remarkable protection against breakage.

This new feature of Blackstone Cigars is being widely advertised in newspapers and over the radio. Thousands of smokers are learning about the new advantages that Blackstones offer. Tune in and hear the unusual program that comes to you and your customers through the courtesy of the makers of Blackstone Cigars.

CBS

TUNE IN! *Hear the Blackstone Cigar program over the Columbia Broadcasting System every Tuesday Evening, 8 p. m. Eastern Daylight Saving Time. 7 p. m. Eastern Standard Time, 7 p. m. Central Daylight Saving Time, 6 p. m. Central Standard Time.*

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City	President
W. J. LUKASWITZ, Dayton, Ohio	Vice-President
MAURICE HARTMAN, Hartford, Conn.	Treasurer
HENRY FISHER, New York City	Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
CHARLES D. COLEMAN, Chicago, Ill.	Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President

PENNSYLVANIA FIRST IN CIGAR MANUFACTURING

ACCORDING to statistics just made public by the Philadelphia Business Progress Association, Pennsylvania ranks first in the United States in the manufacture of cigars. For the first nine months of the fiscal year 31 per cent. of the internal revenue receipts from this source came from this State.

Receipts for these nine months exceed by slightly more than one per cent. the total receipts from this State for the entire preceding year.

Production of cigars in Pennsylvania not only exceeds that of any other State, as shown by the internal revenue receipts, but it produces more than twice the combined total of its two nearest competitors, New Jersey and Florida, each of which contributed 13 per cent. of the Government receipts from this source during the nine-month period. New York State ranks fourth, with 10 per cent. of the total.

HIRST NEW PRESIDENT OF BAYUK'S

(Continued from Page 6)

office manager and office supervisor of Bayuk branches. In each instance he is credited with having originated and installed the specialized systems of handling the enormous volume of clerical work of the Bayuk organization and with having instituted many labor-saving devices which today are practically standard throughout the industry.

The new secretary, J. O. Davis, came to Bayuk in 1913 as a stenographer and was made assistant secretary in 1922. Mr. Davis's inherent ability to understand and command a multitude of details, plus the many years of study which he has devoted to office problems, give him unusual qualifications for his office.

It is a noteworthy fact that, while all the Bayuk executives are young men, they have without exception spent their entire business lives in the cigar industry; thus they form that rare and happy combination of young, aggressive men with extensive experience. There are no honorary titles—each officer is the active head of a department and each is personally responsible for the success of his particular department as well as that of the business as a whole.

In a statement concerning the future policies of Bayuk Cigars, Incorporated, President Hirst said:

"We are looking forward to the continued aggressive development of this corporation and to the betterment of the entire industry with the most complete optimism. We do not subscribe to the belief that the cigar trade is in a bad way and is headed for hard times. Our plans are laid in anticipation of the continual growth of cigar popularity.

"Bayuk has always been progressive and we are always willing and eager to originate and adopt new ideas in manufacturing, merchandising and advertising. We shall continue our outstanding research work in tobacco culture, for we believe, as Mr. Bayuk has proved, that only better tobacco makes better cigars, and that we must continually improve to prosper.

"Bayuk has always thrived during periods of the heaviest competition. We welcome it because we have founded and developed this business upon the immovable foundation of quality.

"Bayuk realizes that it cannot be bigger than the cigar industry itself. Therefore, we shall do everything within our power to promote the growth of the industry, knowing that as the industry goes forward Bayuk will also go forward."

APRIL PRODUCTION FIGURES EXPLAINED

CHARLES A. DUSHKIND, managing director of the Tobacco Merchants Association, offers the following in explanation of the losses shown in the production figures in the statistics published on the opposite page:

"Although the figures of the April cigarette sales failed to show the usual increase and rather seems to indicate a very slight recession, the fact is that the cigarette sales in April, 1929, registered an unusual and unprecedented increase of 27 per cent. over the sales in April, 1928, as against an average increase for the entire year of only 12 per cent. Hence, it seems logical to figure that probably more than half of the April, 1929, increase was purchased for reserve stock rather than for the then current consumption. Calculating on that basis, the April sales in the current year, which exceeded the March sales by about 370 millions, would show even more than the normal increase.

"Cigar sales in April show an increase above the sales in the month of March, but were below the sales in April, 1929. This may be accounted for by the fact that in April, 1929, cigar sales attained an unusual increase of 20 per cent. over the same month in 1928.

"Sales of smoking tobacco in April were slightly below April, 1929, while on the other hand snuff made a gain of 16.50 per cent. over the corresponding month in 1929 and this on top of a gain of nearly 5 per cent. in last March as compared with March, 1929."

DENTIST WARNS WOMEN SMOKERS

Dr. Harold J. Leonard, professor of dentistry at Columbia University, told dentists at the annual meeting of the Dental Society of the State of New York, held at the Hotel Commodore recently, that women are becoming victims of "trench mouth" in large numbers since the smoking habit has been adopted by them. Nearly 5000 dentists from all parts of the State were in attendance at the meetings.

Dr. Leonard explained that "trench mouth" was practically unknown among women before the World War, but today this disease is common among women who indulge in smoking. Men have been suffering from the disease for many years, and during the war "trench mouth" was particularly virulent among soldiers.

Unfortunately, Dr. Leonard does not suggest the remedy.

SCHULTE SELLS BROADWAY CORNER

The Schulte Real Estate Company, Incorporated, has sold the northwest corner of Broadway and Thirty-seventh Street, New York City, a plot of 19,000 square feet, to a client of H. D. Baker, A. Robinson and Henry Baker at a reported price of $3,000,000.

The sale consists of land only. The Schulte Company acquired the property from the Fitzgerald Estate, which had leased the site in 1927 to A. E. Lefcourt for eighty-four years. Mr. Lefcourt has improved the site with a twenty-seven-story mercantile and loft building.

LOUIS SCHRAMM RETURNS

Louis Schramm, Water Street leaf tobacco importer, formerly doing business under the firm name of M. Rosenberg & Company, returned on Wednesday from Europe, where he has been attending the Sumatra tobacco inscriptions. He was accompanied by Mrs. Schramm.

APRIL CIGAR PRODUCTION LESS

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1930, and are issued by the Bureau. (Figures for April, 1930, are subject to revision until published in the annual report):

Products	*April, 1929*	*April, 1930*
Cigars (large):		
Class A.....No.	301,510,715	279,347,925
Class B.....No.	49,047,433	31,276,523
Class C.....No.	187,575,458	148,048,362
Class D.....No.	11,380,999	10,226,064
Class E.....No.	1,397,656	1,069,724
Total.....	550,912,261	469,968,598
Cigars (small) .....No.	42,547,507	33,042,520
Cigarettes (large) ....No.	683,099	872,350
Cigarettes (small).....No.	9,608,220,880	9,535,460,463
Snuff, manufactured ..lbs.	3,179,250	3,703,984
Tobacco, manufactured.lbs.	28,771,222	27,557,129

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of April.

Products	*April, 1929*	*April, 1930*
Cigars (large):		
Class A.....No.	10,944,950	9,496,690
Class B.....No.	363,400	487,500
Class C.....No.	1,337,900	2,515,050
Class D.....No.	2,500	7,500
Class E.....No.	7,500	.....
Total	12,656,250	12,506,740
Cigars (small).....No.	990,400	1,000,000
Cigarettes (large).....No.	401,000	202,000
Cigarettes (small) ....No.	80,000	256,000

Tax-paid products from the Philippine Islands for the month of April:

Products	*April, 1929*	*April, 1930*
Cigars (large):		
Class A.....No.	10,514,060	10,797,325
Class B.....No.	237,747	137,713
Class C.....No.	167,630	40,932
Class D.....No.	.....	71
Class E.....No.	1,281	3,510
Total	10,920,718	10,799,551
Cigarettes (small) ....No.	797,023	168,820
Tobacco, manufactured.lbs.	87	127

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the April Statement of Internal Revenue Collections

Objects of Taxation	*First ten months Fiscal year 1929*	*1930*
Tobacco manufactures:		
Cigars	$19,005,082.88	$17,956,942.76
Cigarettes	275,993,052.50	293,717,337.06
Snuff	5,953,489.01	6,181,082.55
Tobacco, chewing and smoking ...	50,503,740.19	50,025,380.95

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

CIGAR CORPORATION AGREES TO DESIST

The Federal Trade Commission at Washington announces that cigars manufactured by a corporation will no longer be represented as capable of use, regardless of quantity, without danger or injury to the health, according to a stipulation agreement between the corporation and the Federal Trade Commission.

The corporation also agreed not to publish other statements implying that its product can be used, regardless of quantity, without danger to the health, when such is not the fact.

(Names of individuals or firms signing stipulation agreements are not mentioned in the Commission's press releases or publications, but the facts in each proceeding are presented to show methods of competition condemned by the Commission as unfair, for the guidance of industry and protection of the public.)

YORK LEAF MERCHANT DIES

Isaac Barr Hostetter, well known leaf tobacco merchant, of York, Pa., passed away at his home on Sunday, May 11th, following an attack of pneumonia. He was seventy-two years old.

Mr. Hostetter was born in Lancaster County, and had been engaged in the leaf tobacco business for a number of years; during the later years of his life, with the Paul R. Hostetter Company, Inc., of York.

Funeral services were held on Tuesday, May 13th, from his late residence, with interment in the Community Mausoleum, Prospect Hill Cemetery.

He is survived by his widow, four sons, one daughter and eight grandchildren.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

AMERADA:—45,718. For cigars. May 9, 1930. Amerada Cigar Co., Passaic, N. J.

RIVER CLUB:—45,720. For all tobacco products. May 1, 1930. George Schlegel, Inc., New York, N. Y.

CHARMWOOD:—45,721. For all tobacco products. May 9, 1930. George Schlegel, Inc., New York, N. Y.

ADDISLEIGH:—45,722. For all tobacco products. May 9, 1930. George Schlegel, Inc., New York, N. Y.

BRIERLY:—45,723. For all tobacco products. May 10, 1930. George Schlegel, Inc., New York, N. Y.

WEETAMOE:—45,724. For all tobacco products. May 10, 1930. George Schlegel, Inc., New York, N. Y.

TRANSFERS

OBSERVA:—19,773 (U. S. Patent Office). For cigars. Registered December 12, 1916, by A. Garten & Sons, New York, N. Y. Transferred May 13, 1930, to Jacob Rich, New York, N. Y.

AMORADA:—26,258 (U. S. Tobacco Journal). For cigars. Registered December 4, 1902, by Schmidt & Co., New York, N. Y. Transferred by the Consolidated Litho. Corp., Brooklyn, N. Y., successors to the original registrants to the Amerada Cigar Co., Passaic, N. J., May 8, 1930.

MANHATTAN:—28,904 (U. S. Patent Office). For cigars, cigarettes, smoking and chewing tobacco. Registered September 29, 1896, by Sarah Underndorfer, New York, N. Y. Through mesne transfers acquired by Central Cigar Mfg. Co., New York, N. Y., and re-transferred February 26, 1925, to J. H. McPike & Co., Inc., whose name has been changed to C. H. Gompert Co., Inc., New York, N. Y.

VICTOR HERBERT:—14,286 (Trade-Mark Record). For cigars. Registered January 15, 1895, by Schumacher & Ettinger, New York, N. Y. Through mesne transfers acquired by the Central Cigar Mfg. Co., New York, N. Y., and re-transferred March 19, 1925, to J. H. McPike & Co., Inc., whose name has been changed to C. H. Gompert Co., Inc., New York, N. Y.

ALL SET FOR N. C. L. T. A. CONVENTION

EVERYTHING seems to be set and ready for the influx of cigar leaf tobacco men who will arrive in Lancaster Sunday night and Monday morning to attend the Annual Convention of the National Cigar Leaf Tobacco Association.

A full attendance of tobacco men from all the main leaf tobacco districts of the country is expected to be on hand when the first session opens at 10 o'clock Monday morning, June 2d, at the Hotel Brunswick, Lancaster, Pa.

Monday afternoon will be spent at the Lancaster Country Club, where a golf tournament will be held with handsome prizes for the winners. In the evening a dinner will be served at the Club House, and a thoroughly enjoyable affair is promised by Milton Ranck, who is in charge of the entertainment of the guests.

The annual banquet, always a most enjoyable affair, will be held on Tuesday evening at the Brunswick Hotel.

With conditions in the cigar industry as they are at the present time, there is an excellent opportunity for the N. C. L. T. A. to sponsor some movement for the improvement of the industry, and no doubt this will be done, as this association has always been progressive and aggressive along the lines of lending their assistance to the industry.

LONG DEBATE FOR TARIFF BILL

A SPECIAL bulletin from the Tobacco Merchants' Association, under date of May 22d states:

"At this writing the Conferees have agreed upon all amendments to the Tariff Bill with the exception of the Flexible Tariff provision, upon which an agreement is most likely to be reached before this day is over.

"According to a Washington dispatch, Senator Smoot has made a statement after this morning's session expressing his hope that the final conference report may be submitted to the Senate on Friday.

"While the drafting and printing of the Conferees' Report may perhaps not be completed by Friday, it is safe to assume that it will be placed before the Senate not later than Monday morning.

"While the discussion in the Senate is expected to take up several days, it is not at all improbable that it may be cut short and that the final vote on the measure may be taken at any time after the submission of the Conference Report.

"Doubt has been expressed in some circles as to whether or not the President would sign the bill, but frankly, we do not entertain any such doubt at this time. While, of course, there is such possibility, we believe that it is quite remote. At any rate, we believe that it is much safer to assume that the President will promptly sign the bill.

"*In view of what has been stated, it our belief that importers having material in bond, which are subject to higher duties under the new bill, should lose no time in securing the release of their imports under the present rates.*"

However, Senate leaders announced on Monday night that in spite of former predictions that the bill would require only two days' debate after being called up in the Senate, that after further consideration, and in view of wide divergence of views on the bill, that it would probably take ten days to settle the many questions in debate, and that a special session of the Senate would probably be required if the Naval Treaty was to be considered before next December.

BUSINESS GOOD WITH HOLT

George Moore, manager of the Holt Cigar Store at Fourth and Chestnut Streets, has no kick about business conditions and reports business at his store so far this year has shown a substantial increase over the same period last year. The Holt store specializes in special sales on discontinued sizes, etc., of high grade brands and enjoy excellent business throughout the year. One of the more recent sales was on the well-known "Cortez" brand, which probably had something to do with the increase in business for this year.

"KID" NICHOLS UNDER KNIFE

N. E. Nichols, known to the trade as "Kid" Nichols, "Belinda" representative, underwent an operation in a New York hospital a short time ago for the removal of gall stones.

His many friends in the trade will be glad to learn that at last reports he was convalescing nicely and hopes to be able to make his regular rounds among the trade in a reasonable time.

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T. 58
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U. S. Department of Agriculture
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JUNE 15, 1930

VOLUME 50 No. 12

THE TOBACCO WORLD

Blackstones

now wrapped in Cellophane!

BLACKSTONE CIGARS, the same cigars that have been a famous favorite for over fifty years, announce a new feature. They now come wrapped in a protecting tube of Cellophane to preserve their purity and flavor. In this new covering the smoker can see what he buys, clearly. And the Cellophane gives the cigar remarkable protection against breakage.

This new feature of Blackstone Cigars is being widely advertised in newspapers and over the radio. Thousands of smokers are learning about the new advantages that Blackstones offer. Tune in and hear the unusual program that comes to you and your customers through the courtesy of the makers of Blackstone Cigars.

TUNE IN! *Hear the Blackstone Cigar program over the Columbia Broadcasting System every Tuesday Evening, 8 p. m. Eastern Daylight Saving Time. 7 p. m. Eastern Standard Time. 7 p. m. Central Daylight Saving Time. 6 p. m. Central Standard Time.*

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Cigar Counters and Show Cases

Are designed so the smoker can see and select his favorite cigar at a glance.

That's why cigars packed in wooden boxes are usually given preference in displays. Their size, shape and arrangement fits in with the "planned layout" of the cigar case and counter.

To conceal cigars in other forms of containers tends to defeat the purpose of the cigar retailer. Added to this is the fact that cigars packed in wooden boxes retain their original mellowness and aroma combined with the natural fragrance of the wood.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50 — Number 12

THE TOBACCO WORLD

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, JUNE 15, 1930 — Foreign $3.50

John H. Duys New President of National Cigar Leaf Tobacco Association

THE THIRTY-SECOND annual convention of the National Cigar Leaf Tobacco Association was held in Lancaster, Pa., on June 2d and 3d, with an enthusiastic gathering of delegates present and many important resolutions were adopted.

John H. Duys, of H. Duys & Company, was elected president to succeed Nathan I. Bijur; Milton Ranck, of Lancaster, was elected vice-president, and Lee Samuels, of New York, was re-elected secretary-treasurer.

Following the opening of the first business session on Monday morning, President Bijur called on Milton Ranck to introduce Mayor Metzger, of Lancaster, who welcomed the delegates to Lancaster.

President Bijur then read his annual report, which was followed by the report of William L. Crounse, Washington representative, both of which reports were accepted by the convention.

The treasurer's report was omitted, due to the fact that the treasurer, Lee Samuels, was in Cuba and unable to attend the convention.

At the second day's session Henry Fisher made the following address to the convention on the matter of a co-operative advertising campaign:

"We as importers and dealers in cigar leaf tobacco, are vitally interested in the future of the cigar manufacturing business. Let the following figures act as a prologue to this story:

"The number of cigars manufactured in the year 1925 amounted to 6,500,751,954; 1926, 6,588,928,472; 1927, 6,571,372,820; 1928, 6,453,667,674 and 1929, 6,551,683,352. The population of the United States based on the 1920 census was one hundred and twenty million. The figures of the 1930 census have not as yet been published, but undoubtedly they will show a very substantial increase.

"In practically every manufactured product, increases are coincident with increase of buying public or in other words increase in the population.

"Not so with the cigar manufacturing industry—why? The answer is easy enough and cannot be disputed: *lack of new customers.*

"The time has come when we have to do more than just talk about the condition that confronts us. We have to do some intensive, constructive thinking.

"I wish I were an Alladin, and with one touch of the magic lamp make new smokers and tremendously increase the demand for cigars—but unfortunately I am no Alladin.

"In my opinion, however, there must be a way whereby the public interest can be aroused to the extent of an increase in cigar smoking.

"Look at the results obtained by other industries: When the flower dealers decided to collectively advertise flowers what was the answer? Everyone here knows of the phenomenal reaction to their advertising campaign.

"Copper interests, paint manufacturers and other industries have interested the public to their benefit.

"At this time the laundry interests are campaigning to have linens and other wash sent to laundries instead of having the work done at home, and with clever advertising succeed in catching the public eye and quicken their interest.

"Please note that in all these advertising campaigns to gain the public favor, make new customers and increase consumption, the name of any one individual manufacturer was omitted, the appeal being made in behalf of a particular commodity. The success of this kind of advertising is mercantile history and after the success was attained in arousing the public interest, the individual concerns then advertised their particular brands.

"Will advertising and propaganda of this type produce more cigar smokers? I think it will. After all, human nature is alike. The tremendous amount spent yearly in advertising matter is proof enough of advertising value.

"Advertising individual brands as is now done, is not enough. Cigar manufacturers have been doing extensive advertising for years past, and while individual factories have increased their output, it has been at the expense of the smaller manufacturers, as the figurs mentioned indicate no increase in total consumption. In other words, the industry as a whole has not been benefited.

"An Allied Tobacco Interest Corporation should be formed, to inaugurate a campaign of advertising propaganda through newspapers, periodicals, broadcasting and other channels, in an effort to produce new smokers. Every branch connected with the cigar manufacturing industry should be lined up in this enterprise. Importers, packers and growers of leaf tobacco, as well as cigar manufacturers, box-makers, lithographers, wholesale and retail cigar dealers, cigar machinery

(Continued on Page 16)

CIGAR MANUFACTURERS FORM COMMITTEE TO RESIST UNFAIR ADVERTISING

FOLLOWING an invitation of the National Better Business Bureau to attend a meeting of cigar manufacturers to discuss "the adoption of a code of ethics to govern the advertising and sale of cigars," a meeting was held in the Lexington Hotel, Forty-eighth Street and Lexington Avenue, New York City, on Thursday, June 4th, with sixteen prominent cigar manufacturing concerns represented.

The firms represented were: Bayuk Cigars, Incorporated, Bobrow Brothers, Congress Cigar Company, G. H. P. Cigar Company, G. W. Van Slyke & Horton, H. Fendrich, Incorporated, R. G. Sullivan, H. Traiser & Company, The Maer-Cressman Cigar Company, I. Lewis & Company, The D. Emil Klein Company, The General Cigar Company, Consolidated Cigar Company, Porto Rican American Tobacco Company, E. Regensburg & Sons, and A. Santaella & Company.

Edward L. Green, general manager of the National Better Business Bureau, called the meeting to order and outlined its purpose as follows:

"The purpose of this meeting is to determine if it is the desire of the cigar manufacturers to unite and act as an organized body to resist and oppose advertising and selling practices in the cigar manufacturing industry, or any competitive industry, that the competitively unfair or amount to a consumer deception. If it is your desire to thus organize for your mutual benefit as it relates to all factors of your business—producer, distributor and consumer—there are two fundamental requirements necessary to fulfill your desire:

"First—The industry should provide and accept a code of practice dealing with advertising and selling practices. This arrangement furnishes a common understanding of fair play. Executives of the National Better Business Bureau will be glad to offer their assistance in forming such a code.

"Second—The industry should delegate an enforcement agency to act for it to maintain the industry's accepted code of practice. The National Better Business Bureau, if it meets with the approval of the industry, will accept the appointment of enforcement agency.

"If the National Better Business Bureau is appointed by the industry to assume the important responsibility of acting as the enforcement agent, it will require that we act with an intelligent understanding of the industry's problems as they relate to advertising and selling practices within the scope of the code of practice.

"This will require: (a) Committee selected from the industry to work with us. (b) Examination of present advertising practices. (c) Adjustment of violations by negotiation, publicity, law enforcement.

"The advantage of this arrangement is that an always available agent has been appointed by the industry to act in its behalf.

"In playing any game the first concern of the contestants is that fair play be observed. To insure this, rules for the game are mutually agreed upon and officials are employed to see that the rules are carried out. Business, the greatest game of all, has learned that it, too, can profit by setting up rules, or standards of practice as they are called, for the voluntary regulation of its affairs. The laws of the land provide, of course, for the punishment of those convicted of car-

(Continued on Page 18)

NEW CIGARETTE FOR BROWN & WILLIAMSON

THE Brown & Williamson Tobacco Corporation, of Louisville, manufacturer of the popular "Raleigh" cigarettes and "Sir Walter Raleigh" smoking tobacco, announce an utterly new cigarette to be known as "Wings."

This new brand of cigarettes is described as "The air-cooled cigarette! Cleaner. Cooler. Smoother. Air-cooling is an utterly new process. All dust and grit is air-washed out of the fine Turkish, Virginia and Burley tobacco in "Wings." All irritating impurities are gone.

"Wings" is a new cigarette that answers a very definite public demand—and for the smokers' convenience—in two new packings—the wallet and the twin ten pack.

The wallet pack is really a folding cigarette case in itself, similar to that of the "Raleigh" cigarette package. It keeps every smoke, from No. 1 to No. 20, firm, and fresh and clean—just the way you would want a cigarette.

The twin tens is a revolutionary innovation! Nothing like it in America! Two slim little packs of ten "Wings" each, instead of one old-fashioned crumply pack of twenty. Easy for a man to slip in his vest pocket. Easy for a woman to slip into her purse or handbag.

"Wings" will sell at $6.40 per thousand to the jobber, less the usual discounts. The wallet package and also the twin tens package will each retail for the popular price of 15 cents.

"Wings" will be introduced in Chicago and the surrounding trading area about the tenth of June, and the Brown & Williamson Tobacco Corporation suggests that you watch these two new packs go when they are filled with such an utterly new and smooth-smoking cigarette.

AMERICAN COLORTYPE STOCK INCREASE

A special meeting of the stockholders of the American Colortype Company has been called for June 23d, to vote upon a recommendation of the directors to increase the authorized common stock from 150,000 shares to 300,000 shares.

George W. Reynolds, chairman, in his announcement states that "the immediate need of increasing the capital arises from the fact that we have reached an agreement" to acquire the American Art Works, Incorporated, of Coshocton, Ohio.

C. R. Frederickson, president of the American Art Works, Incorporated, and his associates will join the management group of American Colortype Company.

The American Colortype Company recently acquired control of the Moehle Lithographic Company of Brooklyn.

F. A. HEIM PASSES AWAY

Fred A. Heim, of F. A. Heim & Brothers, 20 North Mulberry Street, Lancaster, Pa., one of the old established cigar box manufacturing firms of that section, passed away at his home in Lancaster, on Tuesday morning, June 10th.

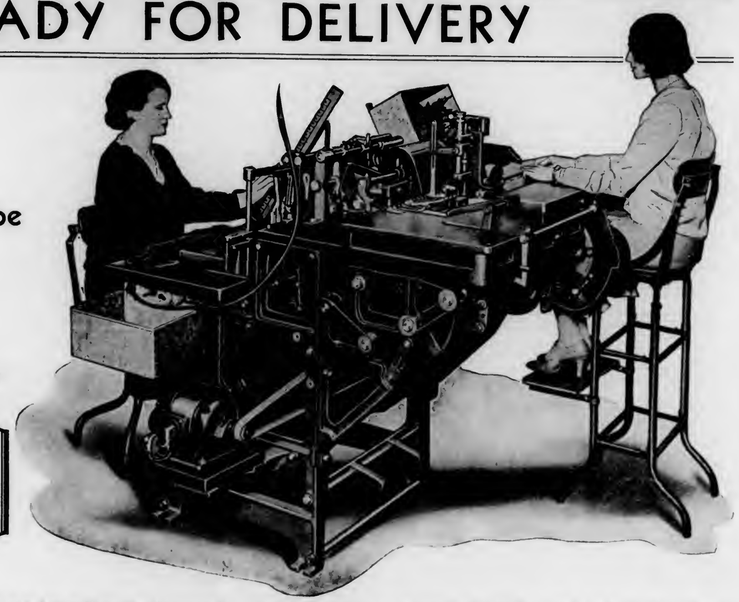
Mr. Heim had been suffering with agina pectoris for some time and had not been able to get to his office.

He is survived by his widow, one daughter and two brothers.

Funeral services were held from his late residence in Lancaster on Thursday afternoon.

NOW READY FOR DELIVERY

The New Model S-2 Cross Feed Type Universal Long-Filler Bunch Machine



Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.

OUR latest Bunch Machine is one that will prove of incalculable importance to the cigar manufacturing industry. This new "Cross Feed Type" Machine which has been in use for some time in making high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, has been subjected to the severest practical factory tests, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The fillers are fed into the trough of the "Cross Feed" in a way that permits the lapping of the leaves and thus building up a bunch in the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

This "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length.

It is entirely automatic in action. It feeds and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are placing the filler in the feed trough and laying the binder on the rolling table.

We are now ready to make deliveries of this machine to the cigar industry in general with our full confidence and the unqualified approval of those practical cigar manufacturers who have given it a trial. To insure deliveries of these machines during the balance of 1930 orders should be placed as far in advance as possible.

The Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine will produce, with two operators, from 450 to 500 uniform, spongy, free-smoking bunches an hour, equal, if not superior to the highest quality of hand work.

The machine is quickly and easily adjusted for any size or shape of bunch, or for right or left hand bunches. It is adapted for use in conjunction with mold work or the Model R Universal and other recognized Automatic Cigar Rolling Machines.

The price of the Model S-2 Cross Feed Type Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, until July 1st, 1930, is $2,225.00. F.O.B. Newark, N. J.

Rebuilding Model S "Standard Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed" Type will cost $750. Doing the same with Model T "Blending Type" Universal Long Filler Bunch Machines will cost $1,000 F.O.B. Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

THE TARIFF BILL SITUATION

BULLETINS issued by the Tobacco Merchants Association in reference to the tariff bill, with which the Senate has been passing so many pleasant hours recently, give the situation up to Tuesday evening, June 10th, as follows:

"Efforts to take a final vote on the tariff bill today (Thursday) June 5, have failed. On the other hand, a point of order raised on the ground that the conferees have fixed the duties on cheese, watches and cherries beyond the maximum passed either by the House or by the Senate, has been sustained by Vice-President Curtis this afternoon, and the bill accordingly went back to the conferees.

"It is expected, however, that the conferees will spend but very little time in readjusting the rates and that the measure will be returned to the Senate by tomorrow (Friday).

"A final vote on the measure thus appears to be unlikely before Monday or Tuesday.

"In the meantime, the opposition to the tariff bill claims to be gaining ground and since, as it will be recalled, the vote upon the flexible tariff provision resulted in a tie and was adopted only by the Vice-President casting the deciding vote, it seems that one or two changes in the voting column may decide the fate of this measure either one way or the other. Thus, there is now really a grave doubt as to whether the measure will be passed by the Senate.

"Newspaper reports also have it that a statement was issued by the White House to the effect that the President has not as yet decided as to whether or not he would approve the measure.

"However, it is to be noted that the tariff situation is changing from day to day and new developments may occur at any moment. Hence, those desiring to withdraw material in bond under the present duty should hold themselves in readiness to act quickly when the time comes."

A later bulletin under date of June 10, states:

"The Senate late today reached an agreement under which a final vote on the tariff bill is to be taken at two o'clock on Friday, June 13th.

"At the time of this writing a motion by Senator Blaine to recommit the agricultural schedule of the bill is pending, and the agreement above referred to will not prevent a vote being taken on Senator Blaine's motion, although it is not expected that the same will pass.

"There still appears to be considerable doubt as to whether the tariff bill will be passed in the Senate. The vote on the flexible tariff provision having been equally divided, and it being necessary for the Vice-President to cast the deciding vote, there appears to be good ground for such doubt, because a change of one vote might mean the defeat of the bill.

"In all quarters the belief is general that the vote in the Senate will be very close—but the conviction seems to persist that in the final analysis the bill will be passed in the Senate.

"At any rate, it would appear unsafe for importers desiring to withdraw their material from bond under the old rates to depend upon the measure being defeated in the Senate.

"Should the measure pass the Senate, little delay in passing it in the House is anticipated. In fact, it is altogether possible that it might be passed almost immediately in the House."

WEBSTER-EISENLOHR REORGANIZATION

A SPECIAL MEETING of stockholders of Webster-Eisenlohr, Incorporated, has been called for September 3d to act upon a proposed recapitalization plan and the proposed taking over of the Webster Cigar Company of Detroit.

The directors have passed the quarterly dividend of $1.75 on the preferred stock, usually payable July 1.

A letter to stockholders states that if the recapitalization plan is approved "it is expected that the company will be able to resume dividends on its preferred stock, including the July dividend."

In connection with old contracts with reference to stock of A. Santaella & Company, a book loss was reflected on the balance sheet of Webster-Eisenlohr, Incorporated, resulting in a present impairment of capital. In consequence, the latter states:

"It is proposed to restore this impairment of capital by issuing no par value stock, share for share, for the outstanding par value common stock, reducing the stated capital applicable to common stock to $1 a share, thus giving the company a substantial working surplus. By doing this it will also be possible to reduce the good-will item which has been carried on our books at $6,812,016 to a nominal value, which, in the judgment of your board, is also a desirable thing to do."

The letter, signed by President Joseph F. Cullman, Jr., states further:

"In the last annual report reference was made to certain matters in dispute arising under contracts entered into by the former management, with particular reference to the stock of A. Santaella & Company, and to unpaid subscriptions on common stock of this company.

"I am glad to report that these matters have been adjusted satisfactorily.

"The Santaella stock represented a very substantial investment from which we have derived no benefit, either in the way of dividends or otherwise. Moreover, we were obligated to further payments, under the purchase agreement, amounting to $417,898. For these reasons your board of directors concluded that it was better to dispose of this stock.

"In payment for the Santaella stock, this company issued 100,496 shares of its common stock, which at par value of $25 a share represented a capital stock liability of $2,512,400, the figure at which the Santaella stock was originally carried on our books. The price realized upon the resale of the Santaella stock, while considerably less than the value at which it was carried on our books, nevertheless represents a substantial cash profit based upon the present market price of the common stock.

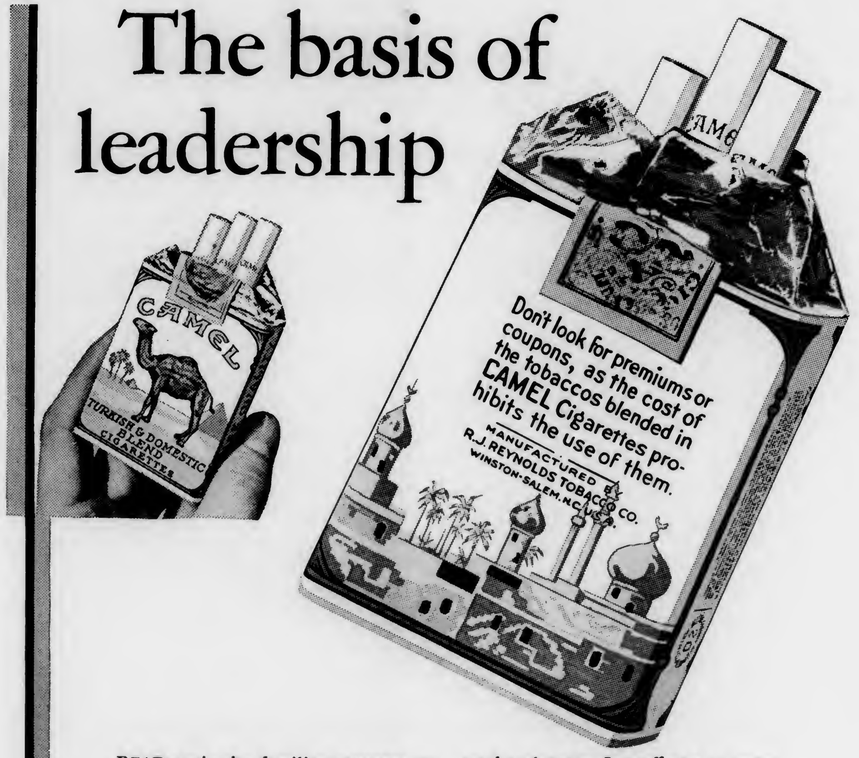
"The book loss, however, is necessarily reflected on the balance sheet and this results in a present impairment of capital."

CHARLES E. WISNER RETIRES FROM BOX BUSINESS

Charles E. Wisner, Lancaster cigar box manufacturer, operating under the firm name of George E. Wisner, has sold his paper box business to the Central Paper Box Company of Lancaster and also leased his factory building to the same company.

The cigar box business was established in 1884 by George E. Wisner and was continued by him until his death in 1913. Since that time the business has been carried on by his son Charles, who retained the firm name of "Geo. E. Wisner" in accordance with his father's wishes.

The basis of leadership


CAMEL
TURKISH & DOMESTIC BLEND CIGARETTES
Don't look for premiums or coupons, as the cost of the tobaccos blended in CAMEL Cigarettes prohibits the use of them.
MANUFACTURED BY R. J. REYNOLDS TOBACCO CO. WINSTON-SALEM, N.C., U.S.A.

READ again the familiar message on the back of the Camel package. . . . Camel, introduced in 1913, when other cigarette brands were offering all sorts of premiums and similar inducements, jumped into leadership solely on the basis of its built-in goodness.

That statement, spread throughout the world each day on millions upon millions of Camel packages, stands as your guarantee of the maximum in smoke pleasure. It reaffirms on every package of Camels the steadfast aim to give smokers a cigarette in which every possible bit of the cost is put into real smoke-quality.

The delightful, natural fragrance of Camel's choicer tobaccos, combined in the smooth, mellow harmony of a blend beyond imitation—that's what made Camel the world's foremost cigarette—and keeps it just that.

Don't deny yourself the luxury of

CAMELS

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

PHILADELPHIA.

YAHN & McDONNELL OPENING

LAST WEEK was a gala occasion for the Yahn & McDonnell headquarters, when they held their formal opening of their new headquarters at 617 Chestnut Street.

Invitations were issued to the trade and there was a great crowd of interested dealers and manufacturers on hand to inspect the new quarters.

As you entered the first floor store of the M. J. Dalton Company branch, the eye was immediately attracted by a splendid array of beautiful flowers, placed on the many show cases, presented by the many friends of Yahn & McDonnell.

In the M. J. Dalton store there was a beautiful display of the many fine brands of cigars distributed by Yahn & McDonnell and also a fine display of the many smokers' accessories handled, including novelty cigarette containers, ash trays, etc.

In the rear of the store on the first floor is the spacious new humidor, capable of holding 3,000,000 cigars, modernly equipped with humidizers and well lighted.

As one progressed to the second floor, where the offices of the company are located, you were met by officials of the company and made welcome and conducted to the rear of the building where a splendid buffet luncheon was served from 11 A. M. to 3 P. M. which left nothing to be desired.

Among the prominent visitors who attended the opening were: Steve Herz, of the D. Emil Klein Company; T. C. Gales, of the American Cigar Company; Joseph Garvett, of the Mazer-Cressman Cigar Company; E. A. Kline, of E. A. Kline & Company, New York; J. P. Sweeney, of Otto Eisenlohr & Brothers, Incorporated; Abe Caro, of A. Santaella & Company; D. M. Wattel, of A. Vester & Son; George I. Watson, of C. A. Nolan; P. Forrestall and Mr. Waterman, of Waitt & Bond, Incorporated; George Zifferblatt, of George Zifferblatt & Company; Frank Shacklett, of Gene Val Cigar Company; L. G. Ross, of the Danbury Electric Company; Ed Wodiska, and A. Guiterrez, of New York; W. C. Foley, of Philip Morris & Company; E. Sharrock, of Bayuk Cigars, Incorporated. Many who could not be present sent their congratulations by wire.

Among the many fine brands distributed by Yahn & McDonnell, "Blackstone" (Waitt & Bond), and "Optimo" (A. Santaella & Company) are continuing to forge ahead, and a splendid business is being enjoyed by this house, the month of May showing a substantial increase over the month of March or April.

"PALL MALL" OVERSOLD

JOHN WAGNER & SONS, Dock Street distributors of the "Pall Mall" cigar, the new brand of the American Cigar Company, which is described as "faultless" because of the fact that all sizes of the brand are made in but one shape, and the only difference in the sizes being in the length of the cigar, report that this brand immediately met with the approval of the trade and the smoker, and that they are largely oversold on this brand. However, factory production is expected to soon be sufficiently increased so that the demand will be met.

Recent visitors at John Wagner & Sons headquarters include George Stocking, of the "Don Sebastian" factory; Ben Lumley, of the Carl Upmann factory, and Messrs. Planco and Levinsky, of the Planco factory.

The "Upmann" brand has also just been taken on for distribution by John Wagner & Sons and is having a very successful call from the trade.

Wagner's report excellent business on their imported and domestic brands, "Don Sebastian" and "Planco" being well up in the lead.

T. C. Gales and Mr. Gregg, of the American Cigar Company, were also visitors last week.

BAYUKS INTRODUCE NEW BRAND

Bayuk Cigars, Incorporated, have placed their new brand of cigars in selected spots in Philadelphia, and the brand is pleasing the smoker, and meeting with a ready demand.

The new brand is known as "Tradition," and is a clear Havana brand and comes in several popular sizes individually wrapped in cellophane, retailing at from ten cents to three for fifty cents.

The "Tradition" brand is a worthy addition to the already famous line of Bayuk brands, which consists of "Bayuk Philadelphia Cigar," "Bayuk Havana Ribbon," "Charles Thomson," "Prince Hamlet" and "Mapacuba."

A. Joseph Newman, sales manager of Bayuk Cigars, has returned from his recent trip through the Middle West, and reports increased demand for Bayuk products in that territory.

* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

20,679* Physicians
say "LUCKIES
are *less irritating*"
"It's toasted"
Your Throat Protection—against irritation—against cough.

©1930, The American Tobacco Co., Mfrs.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

LITTLE legislation of any importance remains unacted upon as Congress finally brings to a close a "double header" session which has extended, with a two-months interlude last summer, over a period of fourteen months.

Less than 300 new laws have been placed on the statute books during the present session, most of them of minor nature.

The outstanding feature of the session, of course, was the tariff, finally disposed of after more than seventeen months, hearings on the bill starting early in January, 1929, before the House Committee on Ways and Means. Congress was called in special session by President Hoover April 15, 1929, for the purpose of considering farm relief and tariff. The former was disposed of without delay, but the latter, as the country is well aware, has been one of the most difficult tasks Congress has tackled in recent years.

There was comparatively little business legislation dealt with by the session just ending. From the standpoint of the average business man, the continuance of the 1928 rates of income tax to apply to income of 1929 was probably the outstanding action. A few changes in postal regulations which will be helpful to business were provided for but, generally speaking, there has been no legislation considered which would result in an upheaval, decidedly satisfactory in view of the disturbed business situation which has prevailed since the stock market was "liquidated" last fall.

When Congress again meets in regular session, on the first Monday of next December, it will be a time for condolences and congratulations. Many of the members who are soon to leave Washington will face the bitterest fight in their lives. Before the regular session convenes, every seat in the House of Representatives and one-third of the seats in the Senate will have been voted upon. It is expected that many seats will change hands, the transfers becoming effective with the first meeting of Congress after March 4, next.

In the Senate, nineteen Republicans and thirteen Democrats will finish their terms with the end of the next session. Changes in this group are not expected to be sufficient to affect the Republican majority of sixteen now credited the administration, although this "majority" is largely in name only, as has been shown repeatedly in the heavy votes rolled up by the Democratic-Progressive coalition.

Every one of the 435 seats in the House of Representatives is to be voted upon. At present, 263 of them are held by Republicans, but there are indications that the number will be materially cut in some sections of the country and the more optimistic of the Democratic leaders are predicting that next Congress their party will wield the whip.

Bill Introduced to Prevent Monopolies

The prevention of monopolies and the control of the distribution of goods, wares, merchandise and other commodities in interstate commerce is sought under the terms of a bill introduced in the House by Representative McKeown of Oklahoma.

The bill would prohibit any person, corporation, common law trust or holding company from acquiring directly or indirectly, or control directly or indirectly, by purchase of stock or other share capital of corporations where such acquisitions exceed 49 per cent. of the distribution of any line of goods, wares, merchandise or other commodity, whether patented or unpatented, in interstate commerce for the use of or consumption in the United States or any of its possessions.

Section two of the measure would require every person or corporation to report on the first day of each year to the Secretary of Commerce the true amount of the total distribution of any line of goods, etc., by interstate commerce during the preceding year. From the reports the Secretary would determine whether more than 49 per cent. of the distribution was under the control of any person or corporation and if such was found to be the case that person or corporation would be required to reduce its control by bona fide sale.

CUBAN CIGAR STANDS SELL QUINCALLA

Havana has few cigar stores such as are known in the United States. Instead it has hundreds of typical stands at street corners, usually the corner of a cafe. These stands have cigars and cigarettes for sale and most of them also handle lottery tickets.

They are nearly all alike, with glass show cases counter high, the tops used as counters on all four sides, and the glass casing carried up to a height of about seven feet at the street corner for additional display. Of course, one can buy cigar and cigarette holders, shown in the cases, and usually cigar lighters.

Safety razors and blades, combs, picture cards, fancy soap, shaving cream—these articles are found nearly everywhere.

They also run into little specialties, cheap jewelry, stocking garters, etc. In one was seen a Mexican bottle corn cure. It is common to find stationery in fancy boxes, and pencils, cheap fountain pens, and all cigar stands carry shoe strings.

These, therefore, are the chief regular channels of the distribution of quincalla, the itinerant peddler, the bodegas, and the cigar stands.

Among the things that nearly every peddler carries is cheap jewelry, cheap eyeglasses, and small bottles of perfumery. All these in Cuba are "quincalla."

In a judge it's Character

in a cigarette it's Taste

WHAT INTEGRITY is to a public official, taste is to a cigarette—the one quality that wins and holds public confidence and esteem.

ON TASTE AND TASTE ALONE, Chesterfield continues to gain smokers, both men and women. Chesterfields are mild—not strong or harsh—yet they have richness of flavor and aroma. They are not insipid or tasteless.

WITNESS THE STEADY GROWTH in the popularity of Chesterfield—a popularity which proves that with smokers, as with us, it's "TASTE above everything".

We state it as our honest belief that the tobaccos used in Chesterfield cigarettes are of finer quality and hence of better taste than in any other cigarette at the price.
LIGGETT & MYERS TOBACCO CO

Chesterfield

© 1930, LIGGETT & MYERS TOBACCO CO.

PEOPLE like Raleighs because of their slim, strong, convenient package and because each cigarette is a perfectly blended cylinder of the finest and purest tobaccos. Raleigh smokers make steady, profitable customers—that's why so many tobacconists are "pushing" them.

H. E. SHAW ISSUES ANNIVERSARY BULLETIN

THE H. E. SHAW COMPANY, wholesale tobacconists of Worcester and Springfield, Mass., and owners and operators of the New Haven Tobacco Company, of New Haven, Conn., has forwarded to the trade a ten-page bulletin listing the many bargains to the trade, on their sixtieth anniversary.

The H. E. Shaw Company has established a reputation for square dealing and dependable service, and caters to the independent merchant who deals in cigars, cigarettes, tobacco and candy—and who handles the large variety of sundries sold in drug stores, general stores, jewelry and hardware stores, restaurants, etc., thus enabling these independent merchants who take advantage of their many special deals to compete with chain stores and others, who have recently cut so deeply into the retail cigar and tobacco dealer's profits through cut prices on cigars and cigarettes.

TWELVE PENNSYLVANIA COUNTIES GROW TOBACCO

According to statistics compiled by the State Department of Agriculture, twelve counties in Pennsylvania produce leaf tobacco, although Lancaster County grows 93 per cent. of the total crop and York County 3 per cent.

In 1928 Pennsylvania produced 49,580,000 pounds of tobacco with a value of $6,941,000, and in 1929, 47,601,000 pounds were grown valued at $8,521,000. This is a decrease of 1,979,000 pounds under the previous year, and an increase of $1,580,000 in value.

Other counties in which tobacco is grown in Pennsylvania are Berks, Bradford, Lebanon, Lycoming, Snyder and Tioga.

TAMPA'S MAY PRODUCTION

Production of cigars in the Tampa cigar factories was well ahead of that for the month of April, although considerably behind that of May, 1929, and the manufacturers are entirely satisfied with the showing made in view of general conditions throughout the country.

Total cigar production for the city of Tampa for the month of May was 41,481,213, which is approximately 2,000,000 more than the production for the month of April, but approximately 5,000,000 less than that of May, 1929. One really bright spot in the May figures is disclosed in the fact that production of Class C cigars showed an increase of 2,469,000 over that of May, 1929.

Production by classes was as follows: Class A, 12,608,000; Class B, 736,000; Class C, 20,184,000; Class D, 7,858,800 and Class E, 94,000.

"ROCKY FORD" IN CELLOPHANE

THE P. Lorillard Company, manufacturers of the "Rocky Ford" five-cent cigar, announce that last month the business on the "Rocky Ford" brand exceeded all previous months, and was by a wide margin the biggest month they have ever had on that brand.

A new packing of "Rocky Ford," each cigar individually wrapped in cellophane is now out and they will be in a position this month to begin supplying all their customers with this new packing.

Their business on "Rocky Ford" has shown a very substantial increase each month this year over the same month of last year, last month, as stated above, being a record month in volume of sales. With the advent of the cellophane packing, it is anticipated that this month will pass all previous records.

A. & P. DENIED CIGARETTE LICENSE

The Ames City (Iowa) Council has denied a license to sell cigarettes to the Atlantic & Pacific Tea Company's stores in that city, on the grounds that their stores are grocery stores handling food products and should so remain.

No member of the City Council would allow himself to be quoted on the matter, but the general attitude of the members during the meeting was as above stated.

Attorneys said that the Council has wide powers in matters of this kind, and that there is no recourse for the Atlantic & Pacific Tea Company but to accept the decision.

WALKER ESTATE $1,500,000

The estate of Henry A. Walker, former director and vice-president of the Liggett & Myers Tobacco Company, who died recently at his home in Louisville, Ky., amounts to approximately $1,500,000, according to his will recently probated at Louisville.

His residence and all real estate and a life interest in one-half of the estate is bequeathed to his widow, and to be divided among his two daughters at the death of Mrs. Walker.

One-third of the remaining half is left to his son and the remainder is left in trust to his daughters to be divided among their children at their deaths.

Mr. Walker retired from business activities last December.

SAM PALEY RETURNS

Samuel Paley, president of the Congress Cigar Company, has returned from a trip to Europe, where he attended the tobacco inscriptions at Amsterdam.

Harry Christena, of the Keifer-Stewart Company, Indianapalis, distributors of the "La Palina," was a recent visitor at Congress Cigar Company headquarters. He reports "La Palina" enjoying a steady sale in his territory.

CONGRESS MOVES CHICAGO QUARTERS

The Congress Cigar Company has moved its Chicago distributing branch from its former location at 30 South Wells Street, to Randolph and Franklin Streets, where they will enjoy larger quarters.

This increased space was made necessary by the increasing demand for the "La Palina" and "El Toro" cigars in that territory.

APRIL CIGARETTE PRODUCTION EXPLAINED

REGARDING the figures recently released by the Department of Internal Revenue showing a drop in cigarette production of more than 72,000,000 cigarettes in the month of April, 1930, as compared with April, 1929, the *Wall Street Journal* states that leading cigarette manufacturers regard the United States Internal Revenue figures on April cigarette production as failing to reflect the trend of cigarette consumption during the month. For April, a decline in "withdrawals for consumption," which represents packaged cigarettes to which the Internal Revenue stamp has been affixed, of 72,760,417 cigarettes was reported, the first decline to be shown by cigarette production since April, 1928. In that month the price of cigarettes was reduced to $6 a thousand by the three leading manufacturers at that time, and the decline largely represented delay in purchases until the lower price went into effect.

April cigarette production this year, for one thing, compares with a month last year, which showed one of the largest gains in the entire twelve months. A total of 9,608,220,880 cigarettes were produced in April last year, an increase of 2,096,813,290 cigarettes, or 27 per cent. over the 7,511,407,590 cigarettes produced in April 1928, so that it was manifestly impossible for production this year to show a similar rate of gain.

Dealers' Stocks Probably Low

The present condition of industry generally throughout the country is held responsible for the decline in the cigarette production as shown by the Government figures. It is contended that although money is cheap, the business uncertainty renders retailers and jobbers unwilling to carry on hand any larger stocks than are absolutely necessary, especially since additional supplies can be secured from manufacturers on short notice. If the contention of producers is correct, April figures, and the rather unsatisfactory figures of the first four months of the year, represent not a decline in consumer demand but a substantial shrinkage in the inventories between the manufacturer and the actual consumer.

While this may temporarily result in lessened production by leading manufacturers, it creates a situation which should ultimately, when business picks up, result in an abnormally large demand, including normal consumption demands as well as inventory replacement purchases.

Four Months Cigarettes Gain 2.11 Per Cent.

As a result of the decline in April, production of cigarettes for the first four months of the year showed an increase of only 803,389,000 cigarettes, or only 2.11 per cent., whereas the first four months of 1929 showed an increase in production of 4,637,608,276 over the four months of 1928.

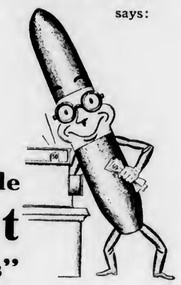
The following compares production.

April, 1930	1929	1928
9,535,460,463	9,608,220,880	7,511,407,590

WEBSTER EISENLOHR NET LOWER

Webster Eisenlohr, Incorporated, for the quarter ended March 31st, reports net loss of $105,371 after expenses, etc., as compared with net income of $72,213 after expenses and taxes in the same period of the previous year, equal after preferred dividends to eight cents a share on the 493,406 shares of common (par $25) outstanding.

Phil M. Phulofax, D. B. I.
(the retailer's friend)
says:



"The sale you boost is the sale that counts"

"When you've got your store so well stocked and organized you can hand a customer what he asks for right off the bat—that's service. But when he comes in with the intention of spending a dime and you persuade him to buy fifty cents' worth or more—that's SALESMANSHIP.

"If I were running a cigar store, you bet I'd have a layout and line-o'-talk aimed straight toward boosting little sales into big 'uns. And I wouldn't rob myself with price-cut inducements.

"First, I'd work the five-cigar pocket package to the limit. Say, that's one of the niftiest sales boosters that's come along since Sir Walter sold Queen Liz and her crowd the idea that tobacco was good to smoke!

"Yes, sir, I'd have these handy packets where they couldn't escape the customer's attention . . . top of the case, in my windows, on the lids of the regular cigar boxes in the case. And if this silent salesmanship didn't win him, I'd play my next card . . . I'd remind him how conveniently these five-packs fit into coat or car-door pockets, traveling grips; how nice and fresh they keep the cigars; how they prevent pocket breakage. I'd even suggest two or three packs—for week-end, business trip, office desk, golf match, motor tour, et cetera.

"Pretty good idea, yes?

"And here's another thing to remember: When your customers buy cigars by fives and tens, they smoke more than when they buy them one or two at a time. You'll be something extra to the good from that angle too . . . sure you will!"

Phil M. Phulofax * D. B. I.

P. S.—More good sales-boosting ideas coming . . . watch for my talks in this publication.

**BAYUK BRANDS BUILD BUSINESS*

**Associated with* BAYUK CIGARS, INC., *Philadelphia*
Makers of fine cigars since 1897

BAYUK PHILADELPHIA CIGAR
BAYUK HAVANA RIBBON CHARLES THOMSON
MAPACUBA PRINCE HAMLET

LATEST BATT BROTHERS CREATION

IN recognition of the demand for a popular priced perfumed cigarette novelty, Batt Brothers of 117-119 East Twenty-fourth Street, New York City, have prepared their latest and original conception in the form of a new package known as "Modernique" which is now on sale at all prominent clubs, hotels, smoke shops, drug stores, department stores and gift shops in every principle city throughout the country.

"Modernique" cigarettes are skillfully blended of the finest selected fragrant mild tobaccos, and by a special secret process they are delicately enriched with a most persistent, subtle, elusive and Oriental perfume. The cigarettes are affixed with specially imported colored, decorative tips adding character and distinctiveness to this unusual product.

The cigarettes are packed in a newly designed, exquisite, artistic, convenient and practical drawer box with shell container. The cover of the box is designed in a galaxy of multi-colored arrangement and affixed with a silk tassel.

"Modernique"—totally different—a supreme achievement in cigarette making art, is exclusively prepared with a special appeal for Milady of fastidious and distinctive taste.

The cigarettes are packed in tens, retailing at 25 cents per package, and are so wrapped to guarantee retaining the charming perfume aroma and freshness of the cigarettes indefinitely.

This new and appealing novelty—a real sensation—will prove an excellent sale number with a fine margin of profit both for the jobber and the retailer. Several territories are still open for progressive, representative and wide-awake jobbers and retailers who are interested in distributing Batt Brothers unique novelty cigarettes, and upon request Batt Brothers will be pleased to furnish detailed information regarding prices and sales representation. Batt Brothers are confident that if progressive merchants will stock, boost and display this new number they are bound to derive unusually satisfactory results.

To co-operate with the jobber and dealer Batt Brothers have prepared attractive, original and impressive color tone displays to aid and promote the sale of "Modernique."

Batt Brothers are also among the leaders of representative cigarette manufacturers who specialize in monogrammed cigarettes, and are in a position to fill any orders no matter how small the quantity may be, guaranteeing satisfaction and prompt service to every customer. Batt Brothers will be pleased to furnish quotations, samples and details appertaining to their monogrammed line upon request.

Because of the increase in volume of business Batt Brothers have, at an enormous expense, rearranged their spacious plant and installed additional machinery to satisfactorily meet their present requirements of expansion.

Batt Brothers leadership as manufacturers of novelty cigarettes is represented by the twenty-five brands listed in their catalogue which are covered by trade-mark registrations for the reason that they are exclusively created and prepared by their forethought and originality of ideas.

Batt Brothers, for a period of over ten years, are continually forging ahead in the cigarette industry and are becoming one of the leading and outstanding manufacturers of novelty and monogrammed cigarettes particularly because of their initiative in continually creating novelty cigarettes of unusual quality for the purveyor and consumer, and their keen foresight for originality and distinctiveness.

"CAMEL" RADIO HOUR A SUCCESS

THE first "Camel" Pleasure Hour presented over the radio on Wednesday evening, June 4th, at 9.30 P. M. Eastern Daylight Saving Time, through Station WJZ and associated stations, was pronounced a real "Pleasure Hour" by the many listeners-in.

The program consisted of songs by Helen Kane, guest artist; Mary McCoy, soprano; Reinald Werrenrath and Billy Hughes, baritones; Willard Robinson and his Deep River Orchestra; chorus of eighteen voices, and with "Doc" Rockwell, master of ceremonies.

The "Camel" Pleasure Hour will be given each Wednesday evening at the same hour.

BROGAN WINS FIRST IN GOLF TOURNAMENT

Paul Brogan, of Yahn & McDonnell, local distributors of "Blackstone" cigars, journeyed to Newark on Monday to attend the two-day meeting of jobbers of "Blackstone" cigars from all parts of the country, and returned with the first prize given for the best score in the golf tournament, which was held at the Montclair Golf Club, Montclair, N. J.

Mr. Brogan was accompanied by George Jones and Harry Shetzline, also officers of Yahn & McDonnell.

The prize won by Mr. Brogan was a matched set of six irons, and Mr. Shetzline also came home with a prize which consisted of two dozen golf balls.

The silver cup, which must be won three consecutive years to obtain permanent possession, was won this year by Louis Schwarz, of Schwarz & Son, Newark, N. J. Arthur Hitchens, of the Exchange Buffet Corporation, New York, captured second prize, which consisted of a set of wooden golf clubs.

There were about fifty players participating in the golf tournament and approximately eighty guests present at the banquet held on Tuesday evening.

The usual splendid entertainment features for which these gatherings are famous, was provided by Waitt & Bond, Incorporated, this year and everybody who attended the affair voted that they had had a wonderful time.

"LUCKY STRIKE" SALES INCREASE

The American Tobacco Company, during the course of its "Lucky Strike" radio program has announced that sales of "Lucky Strike" cigarettes for the first four months of 1930 show an increase of 1,826,000,000 over the same period of last year. The gain for the month of March alone was 426,000,000 and for the month of April 262,000,000.

The American Cigar Company, subsidiary of the American Tobacco Company, has announced that sales of its brands of cigars has shown an increase of 45,784,000 cigars for the first four months of this year as compared with the same period of last year.

SCHULTE TO OPEN ANOTHER

The store adjoining the corner of Thirteenth and Filbert Streets, here, has been leased for a term of years by the Schulte Cigar Stores Company, represented by Roy M. Livingstone, attorney.

TOBACCO ADVERTISING IN MAY

CIGAR, cigarette and tobacco advertising expenditures in national magazines, national farm magazines and for radio broadcasting during May, 1930, was $767,961, compared with $720,174 for April, 1930, and $576,991 for May, 1929. A study of May advertising of tobacco products in these three classifications shows substantial increases in radio and general magazines, and a loss in national farm magazines over both April, 1930, and May, 1929, according to the Business Survey Department of Dorrance, Sullivan & Company, New York advertising agents.

National magazine advertising by cigar, cigarette and tobacco advertisers showed a gain of $144,446 in May, 1930, over May, 1929. May, 1930, expenditures were $563,144, compared to $418,698 in May, 1929. Tobacco products advertising also showed a gain of $40,878 in May, 1930, over April, 1930. This gain during the thirty-day period helped to reduce the loss shown a month ago in the comparison between April, 1930, and March, 1930, advertising totals.

The amount spent in broadcast advertising for April, 1930, was $180,167, compared with a March figure of $170,508, a gain of approximately 9 per cent. In April a year ago radio expenditures were $128,855.

The accumulative total for cigar, cigarette and tobacco advertising for the first five months of 1930, with the exception of radio, which covers only four months, was $3,180,831, as compared with $2,837,017 for the same period of 1929.

The national magazine accumulative total was $2,470,275, for the first five months, a gain of $177,231, compared with $2,293,044 for the same period of 1929. A year ago 26 advertisers were using national magazine space, compared with 36 this year.

National farm magazines continued to show a falling off in cigar, cigarette and tobacco advertising. The total for May, 1930, was $24,650, compared with $29,339 in May, 1929. The accumulative total for the first five months of 1930 was $93,575, as against $131,662 for the same period in 1929.

Radio advertising showed an accumulative total of $616,981 for the first four months of 1930, a gain of $204,670 over $412,311, reported for the same period of 1929.

CONSOLIDATED DIVIDEND REDUCED

Directors of the Consolidated Cigar Corporation on Monday declared a quarterly dividend of $1.25 on the common stock, placing that stock on a $5 annual basis, as compared with $7 previously paid. The dividend is payable July 1st to stockholders of record June 19th.

The regular quarterly dividend of $1.62½ was also declared on the preferred stock, payable August 1st to stockholders of record July 15th.

MOFFETT MEMBER TOBACCO PRODUCTS COMMITTEE

Howard J. Moffett, a former resident of Philadelphia, has been made a member of the Executive Committee of Tobacco Products Corporation at a meeting of the company.

Mr. Moffett is vice-president of the United Cigar Stores Company, a member of the Executive Committee of the United Stores Company, and a director on all the boards of the United affiliated companies.

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. H. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

N. C. L. T. A. CONVENTION

(Continued from Page 3

manufacturers, cellophane manufacturers and also the domestic farmers.

"Every allied industry should pay into a general fund proportionately in accordance with its output or sales. No doubt the argument will be advanced by the large manufacturers that they are doing advertising now on a large scale. This is true, but it is individual advertising and is not succeeding in making new cigar smokers.

"On the other hand, if the campaign is a success, and I absolutely think it will be, the large manufacturers will certainly get their share of the increased business, as well as the smaller manufacturers.

"Good cigars are now being made in this country, and we simply have to put a new impetus to our industry and let the master minds of our allied interests formulate plans to get new smokers.

"The trade has heretofore been somewhat timid about antagonizing cigarette interests, but I notice that some cigarette manufacturers are not in any way reluctant about their methods of advertising. Why should we be?

"Let us all get together and boost for new smokers!"

Mr. Fisher's address was enthusiastically received.

The following resolutions were then introduced and adopted:

Instructing the officers of the N. C. L. T. A. to take necessary steps to induce Congress to make a substantial reduction in the Internal Revenue tax on cigars.

Resolution to appeal to President Hoover to veto the Tariff Bill.

Resolution urging upon the President and Congress a careful study of the problem of amending or repealing the eighteenth amendment and the Volstead Act.

Resolution that the N. C. L. T. A. prepare a formal complaint against a certain cigar manufacturing concern for the present form of advertising, to be forwarded to the Federal Trade Commission and they to issue a cease and desist order, with a view to putting an end to the highly injurious and unethical practice complained of.

Resolution of thanks to the Secretary of Agriculture and his assistants for the high degree of consideration for our trade in framing regulations for the enforcement of the so-called Gilbert Tobacco Census Law.

Resolution urging the Federal Government to abandon the practice of advising tobacco growers to curtail the production for the purpose of obtaining higher prices.

Resolution of thanks to President Bijur for his untiring services during his term in office.

Resolution of thanks to Senator Copeland for his labor in the interest of the N. C. L. T. A.

Resolution of thanks to Senator Wagner same as above.

Resolution of thanks to Washington representative for his untiring efforts in behalf of the Association.

Resolution of thanks to the trade press for their co-operation.

Resolution of thanks to the entertainment committee.

Mr. Duys made an excellent speech immediately following his election and induction into office of President, as follows:

"I feel highly honored with my election to the Presidency of your Association.

"It will not be an easy task to follow in the footsteps of the able and hard-working Mr. Nathan Bijur, my predecessor, and it is a pleasant duty to extend to him our sincere appreciation for the capable and successful work he accomplished during his tenure in office.

"I ask for your co-operation during my term in office.

"First we need new members, and we must try to have return to our fold our good friends in Hartford and the Connecticut Valley, comprising the Connecticut Valley Leaf Tobacco Association, as we must be able to show a united front as far as the cigar leaf tobacco interests are concerned in any new legislation that may be proposed in Washington.

"The result of the recent tariff legislation was extremely unsatisfactory. Neither side won out, and the cigar industry suffered through an unnecessary and uncalled for additional duty on cigar wrapper tobacco.

"I wish to state further that while my name has been mostly identified with Sumatra tobacco, today, the interests of the company with which I am associated are 75 per cent. in domestic and Havana tobaccos and cigar factories. I make this statement to set at rest any fears that may exist in the minds of domestic wrapper tobacco growers that during my term in office Sumatra tobacco interests will be given preference.

"Our organization must be strengthened! The cigar manufacturers have no active organization and they should join the National Cigar Leaf Tobacco Association. We need funds to retain the services of our valuable representative in Washington, who has done important work for us during the past and previous years. Therefore, I strongly urge you to bring in new members.

"I fully believe that a strong organization in the tobacco and cigar industry can bring about a reduction in internal revenue taxes, further, we can bring about the raising of a fund for co-operative cigar advertising. We must stand shoulder to shoulder in an effort to increase the annual cigar output of our great country.

"The cigarette industry is controlled by three or four large corporations with an enormous capital at their disposal. We cannot combat it single handed—we must use our full strength which only co-operation can give us.

"During my recent stay in Europe, I found in a number of countries like Germany, Belgium, Holland, Denmark and France, that cigar production is actually increasing. The cigarette advertising is beating us in the United States and I say let us fight them back by informing and urging the public to SMOKE CIGARS."

One of Mr. Duy's first official acts was the appointment of the following directors and members of committees:

Directors—Nathan I. Bijur, Joseph F. Cullman, Sr., William Spitzner, Percival R. Lowe, Harry S Rothschild, Julius Lichtenstein and Fred Hirschhorn, of New York City; Major Newburgh, Dayton, O.; Sam T. Gilbert and Jacob Mazer, Detroit, Mich.; Daniel E. McCarthy, Evansville, Ind., and Harry Bobrow, Philadelphia, Pa.

Legislative Committee—Nathan I. Bijur, chairman, D. Emil Klein and Henry Fisher, of New York; Milton H. Ranck and Cyrus Goode, of Lancaster, Pa.; Lloyd Bekkedal, Westby, Wis., and Ben Schwartz, Philadelphia, Pa.

REYNOLDS METALS TAKES LEHMAIER, SCHWARTZ

ACCORDING to an announcement made last week by President R. S. Reynolds of the Reynolds Metals Company, that company has acquired the assets of Lehmaier, Schwartz & Company, Incorporated, manufacturers of all varieties of foil.

Founded fifty years ago, the firm is the oldest in the field and expanded substantially when it acquired the business of the Conley Foil Company. Lehmaier, Schwartz & Company's annual turnover now exceeds $9,000,000. Even before this acquisition, and that of the Midland Metals Company of Chicago, Reynolds Metals was the leading manufacturer of metallic foil.

By this purchase the Reynolds Metals Company secures foil manufacturing factories in Long Island, N. Y., and Richmond, Va. This acquisition gives the Reynolds Metals Company large plants in five localities, as it at present operates plants of considerable size in Chicago and Louisville.

The business will be operated under the name of Reynolds Metals Company, and according to the custom of the company there will be no new stock issue.

Manufacturers' Committee—George W. Hummell, chairman, New York; Richard Traiser, Boston, Mass.; James G. Driscoll, Manchester, N. H.; Peter N. Jacobsen, Davenport, Ia.; Thomas A. Horton, Albany, N. Y.; Antonio Santaella, Tampa, Pa., and Harry Lewis, Newark, N. J.

Trade Regulations Committee—Jack Jacoby and Stephen Friend, New York; Herbert P. Taylor, Lancaster, Pa., and L. A. Wheeler, Troy, O.

Finance Committee—William Spitzner, Howard S. Cullman and D. Emil Klein, all of New York.

Committee on Arbitrations—Samuel H. Bijur, Menko Rose, Henry Fisher and Percival R. Lowe, New York, and Milton H. Ranck, Lancaster, Pa.

Membership Committee—Arthur Bornholdt, Milton Samuels, Henry Fisher and E. A. Kline, New York; George Hochstein, Milwaukee, Wis., and Harry Bobrow, Philadelphia, Pa.

Credentials Committee—William J. Lukaswitz, Dayton, O.; Albert Kaffenburgh, Boston, Mass., and C. Nolt, Boston, Mass.

The meeting then adjourned after selecting New York City as the place of the next convention in June, 1931.

The Philadelphia Chamber of Commerce wired an invitation to the association to hold their next convention in Philadelphia, but the invitation was not accepted.

The Lancaster Leaf Tobacco Board of Trade provided the delegates and guests with plenty of entertainment in their usual manner.

Monday afternoon they were entertained at the Lancaster Country Club, where those who wished to enjoy a round of golf could do so.

In the evening a splendid dinner was served at the club house.

On Tuesday afternoon all those who wished to do so were given the pleasure of a sightseeing trip around Lancaster by automobile, and the annual banquet was held at the Hotel Brunswick in the evening with about one hundred delegates and guests present.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

UNITED SALES INCREASE

At the recent meeting of the stockholders of the United Cigar Stores Company of America, a reorganization of the company's capital structure was approved, which involves the reduction of the par value of the common stock from $10 to $1 a share. Subsequently the stock will be changed to no par stock.

Following a question by one of the stockholders, President George K. Morrow, stated that the average net sales in the first four months of 1930 were up 15 per cent. over the same period of last year.

In reference to the retail price of cigarettes, Mr. Morrow stated that the present twelve-cent price is bringing customers in for other merchandise. He also stated that the United Cigar Stores Company is protected against any loss in the suit of the Autostrop Safety Razor with regard to the sale of the Gillette razor blades.

N. E. NICHOLS CONVALESCING

The many friends of N. E. (Kid) Nichols, "Belinda" representative for the United States, will be glad to learn that he has returned to his home after undergoing an operation in a New York Hospital, and is well on the way to recovery. He hopes to be able to resume his calls on the trade in a reasonable time.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HYDRAULIC:—45,732. For cigars. May 15, 1930. Walter Jalowka, Buffalo, N. Y.

ONONDAGA:—45,734. For cigars. May 1, 1930. Samson Ames, New York, N. Y.

GRACELYNE:—45,726. For all tobacco products. May 20, 1930. George Schlegel, Inc., New York, N. Y.

MODERNIQUE:—45,727. For cigarettes only. May 14, 1930. Batt Brothers, New York, N. Y.

BROWN CIRCLE:—45,728. For all tobacco products. May 10, 1930. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

REY HILTON:—45,729. For cigars. May 20, 1930. J. J. Ulfe Brooklyn, N. Y.

SIGARI DE PINEDO:—45,730. For cigars and tobacco. May 3, 1930. R. Montanino & Son, New York, N. Y.

ANNAPOLIS:—45,731. For all tobacco products. April 19, 1930. William Boucher & Son, Baltimore, Md.

TRANSFERS

LUCIUS:—24,552 (Trade-Mark Record). For cigars. Registered May 4, 1901, by George Schlegel, Inc., New York, N. Y. Through mesne transfers acquired by Jose Ferlita Cigar Co., Chicago, Ill., and re-transferred to Antonio Cortina, Chicago, Ill., January 15, 1928.

LUCIUS DE LUXE:—45,129 (T. M. A.). For cigars. Registered January 13, 1928, by Jose Ferlita Cigar Co., Chicago, Ill. Transferred to Antonio Cortina, Chicago, Ill., January 15, 1928.

LOBELIA:—11,815 (Trade-Mark Record). For cigars. Registered June 1, 1892, by L. C. Wagner & Co., New York, N. Y. Through mesne transfers acquired by the La Martia Cigar Co., and re-transferred to Antonio Cortina, Chicago, Ill., February 2, 1930.

LA FLOR DE RYAN & RAPHAEL:—45,437 (T. M. A.). For cigars. Registered January 9, 1928, by Jose Ferlita Cigar Co., Chicago, Ill. Transferred to Antonio Cortina, Chicago, Ill., January 15, 1930.

LA FERLITA:—29,779 (U. S. Patent Office). For cigars, cigarettes, smoking and chewing tobacco. Registered December 8, 1925, by Jose Ferlita, Chicago, Ill. Transferred to Antonio Cortina, Chicago, Ill., May 5, 1930.

HIGHGATE:—21,300 (U. S. Tobacco Journal). For cigars. Registered May 29, 1899, by Theobald & Oppenheimer Co., Philadelphia, Pa. Transferred to the American Litho. Co., New York, N. Y., and re-transferred to M. Sacks & Company, Inc., New York, N. Y., May 27, 1930.

GRIFFIN RECEIVER FOR CHARTER OAK

Fred B. Griffith, well-known tobacco man, of Hartford, Conn., has been appointed temporary receiver of the Connecticut State Agricultural Society to take charge of the 121 acres of Charter Oak Park. A hearing will be held on Friday, June 27th, on the confirmation of Mr. Griffin as permanent receiver.

The Connecticut State Agricultural Society, with a capitalization of $250,000, was the result of mergers in 1923 of the State Agricultural Society and the Connecticut Fair Association, which owned Charter Oak Park, in West Hartford. The yearly exhibitions at Charter Oak Park failed to be profitable and the directors of the fair decided to dissolve the association. Efforts to sell the park have been unsuccessful and it was deemed necessary to appoint a receiver to wind up the affairs of the society.

CIGAR MANUFACTURERS' COMMITTEE

(Continued from page 4)

rying on business practices in violation of existing statutes. There are many practices, however, that are detrimental to fair competition that are not contrary to law. An industry unorganized for fair play can do little if anything to correct such unfair conditions. By getting together and declaring for fair play, and by defining what it means by fair play, through the creation of standards of practice, an industry can mobilize those within its ranks who intend to be fair in their competition, while those who flaunt the industry's standards become isolated and can be dealt with in accordance with the seriousness and nature of their transgressions.

"Before an industry can agree on a common interpretation of what it considers fair play to be, there must be a need for such an agreement and a desire for it. This appears obvious, but its importance is borne out by the experience of certain other groups that have attempted to organize a fair play program when there was neither interest nor need for such an activity. Adopting standards does not merely consist of agreeing on what's fair. Under a program sponsored by the National Better Business Bureau the adoption of standards of practice requires the sincere pledge of those agreeing to the standards in their subsequent evidence of a need for standards of practice in the cigar industry, and while several manufacturers have urged the Bureau to offer its assistance in getting the industry together on a fair basis, we want you to consider, before taking any action, whether you seriously desire to try to obtain fair competition in your industry by cleaning house from within.

"It must be borne in mind that any set of advertising and selling standards are set up as a guide for the industry and for each individual member of it who believes they express the industry's expression of fair play. They are not aimed at the other fellow, but at unfair conditions regardless of where they might be practiced. Those who agree to the standards and later become transgressors must expect the same enforcement program to be applied in their case as in any other.

"The standards themselves will be designed to cover the unfair advertising and selling practices now existing in the cigar manufacturing business. Some of the unfair practices are obvious, but in order that the standards may be complete, we would request that the industry appoint a committee to meet with the Bureau for the purpose of drawing up the standards for subsequent submittal to the industry for approval."

Following the above announcement Mr. Green stated that he would answer any questions the meeting might wish to ask, and an informal discussion was then entered into.

Harvey L. Hirst, president of Bayuk Cigars, Incorporated, was then elected chairman of a committee with power to appoint from five to seven other members.

A meeting of the committee was scheduled to be held on Wednesday, June 11, at the offices of the National Better Business Bureau, in the Chrysler Building, New York City.

JULY 1, 1930

VOLUME 50 No. 13

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THE TOBACCO WORLD

AUTOKRAFT BOX CORP.

Its Only A Short Time Since The NEW AUTOKRAFT WOODEN CIGAR BOX Was Introduced

Some of the largest and most progressive cigar manufacturers recognizing this distinctive creation have better packed, and distributed in this preferred box over 750,000,000 cigars, because it is the most economical and practical package for cigars.

It gives maximum protection and presents the finest and most artistic package possible.

THE NEW AUTOKRAFT WOODEN CIGAR BOX
THE
BETTER CIGAR BOX

Manufactured and Distributed by the

Phila., Pa. Hanover, Pa. Cincinnati, Ohio. Kansas City, Mo.
AUTOKRAFT BOX CORPORATION
LIMA, OHIO YORK, PA.
St. Louis, Mo. Chicago, Ill. Detroit, Mich. Hopkinsville, Ky.

A NATIONWIDE SERVICE

AUTOKRAFT AUTOKRAFT

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

The Consumer Demands

That the original freshness and flavor of all products grown by nature be preserved from the time they are packed until their ultimate consumption.

This applies particularly to cigars. The smoker insists that the natural aroma and fragrance of tobacco be retained as nearly as possible in the cigar he smokes, in order that he may enjoy the utmost pleasure and smoke-satisfaction that nature gave to the tobacco leaf.

This is possible only when the cigars are packed in wooden boxes. The wood preserves the original freshness and flavor, absorbs the excess moisture, improves the aroma and allows the cigars to mellow as they should—in the wood.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50 **THE TOBACCO WORLD** Number 13

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year PHILADELPHIA, JULY 1, 1930 Foreign $3.50

AMERICAN PLANS TO SPLIT STOCK

THE BOARD OF DIRECTORS of the American Tobacco Company voted last Wednesday to recommend to stockholders a two-for-one split up of common and "B" shares of the company and also declared their intention to declare an extra cash dividend of $4 on the old stock, September 1st, when the one hundredth consecutive quarterly dividend is paid.

It is also hoped to place the new stock on an annual $5 dividend basis December 1st, which will be an increase of 20 per cent. in the dividend rate, or equivalent to $10 on the old stock as compared with previous dividend rate of $8.

A special meeting of stockholders to pass on the stock split up has been called for July 28th. At that time a plan of issuance and sale of common "B" stock to employees "and persons actively engaged in the conduct of the company's business" also will be submitted for approval.

In announcing the action, George W. Hill, president, said the company's business in the first five months of 1930 has surpassed all records for corresponding periods and that the net profit, after allowing for bond interest and preferred dividends, increased more than 100 per cent. compared with the corresponding period of last year. The proposed split up and increase in the dividend rate fulfills Mr. Hill's promise of a year ago, the realization of which was made possible by the unusual success of the company's activities.

TOBACCO PRODUCTS RESUMES DIVIDEND

Stockholders of the Tobacco Products Corporation last week approved the plan to change the Class A and common stock of the company from a par value of $20 to stock of no par value, and also to change the figure at which the shares are carried on the books of the company to $5 a share. This action was taken following the change in the shares of the United Cigar Stores Company of America to stock of no par value.

The Tobacco Products Corporation owns 75 per cent. of the United Cigar Stores Company stock.

After the meeting the directors announced the declaration of a twenty cent quarterly dividend on the Class A stock and authorized a statement that the company was now out of debt and that current earnings had enabled them to declare the dividend.

PEABODY ENTERS DOMESTIC FIELD

Henry A. Peabody & Company, known to the tobacco trade as importers and distributors of Manila cigars, have announced that they have entered the domestic cigar manufacturing field and their brand is to be known as the "White Spot." The "White Spot" cigar is made of domestic long filler and retails at five cents.

DUTIES UNDER THE NEW TARIFF LAW

THE TOBACCO MERCHANTS ASSOCIATION has issued a bulletin setting forth the new rates effective under the tariff bill which was passed by Congress and signed by the President last week, as follows:

Under the new measure, the duty on wrapper tobacco is increased 17½ cents per pound, the new rates being $2.27½ per pound unstemmed, and $2.92½ per pound stemmed, in place of the existing law rates of $2.10 and $2.75 respectively.

Aside from this, no change whatever has been made in the tobacco schedule of the tariff act, the rates now in force being continued in effect.

It may be added that the new bill contains a specific provision to the effect that it shall in no way impair or affect the commercial reciprocity treaty with Cuba under which Cuban leaf and tobacco manufactures, among other articles, are allowed a 20 per cent. reduction in duty.

Rates of Duty

Article	*Old Rate*	*New Rate*
(a) Wrappers:		
Unstemmed	$2.10 per lb.	$2.27½ per lb.
Stemmed	2.75 per lb.	2.92½ per lb.
Fillers:		
Unstemmed	.35 per lb.	.35 per lb.
Stemmed	.50 per lb.	.50 per lb.
All other tobacco, manufactured or unmanufactured, not specially provided for	.55 per lb.	.55 per lb.
Scrap tobacco	.35 per lb.	.35 per lb.
(b) Snuff and snuff flour and tobacco stems	.55 per lb.	.55 per lb.
Cigars and cigarettes	4.50 per lb. and 25% ad val.	4.50 per lb. and 25% ad val.

Notes: (a) Both the old law and the new measure apply to "wrapper tobacco and filler tobacco when mixed or packed with more than 35 per cent. of wrapper tobacco, and all leaf tobacco the product of two or more countries or dependencies when mixed or packed together."

(b) Tobacco stems, not cut, ground or pulverized, are continued on the free list, as at present, in the new measure.

Amendment Sponsored by T. M. A. Permits Sale of Tobacco Products Free of Internal Revenue Tax for Ships' Stores, etc.

Heretofore, sales of tobacco products to outgoing vessels, even though bound for foreign ports, were re-

Continued on Page 15.

PHILADELPHIA.

BROGAN WINS ANOTHER PRIZE

AMONG THOSE who journeyed to New York last week to participate in the annual golf tournament of the United States Tobacco Journal, held on the Metropolis Course, were Paul Brogan, of Yahn & McDonnell, and Harry Shetzline, of the same company.

Duplicating their performance at the annual Waitt & Bond Golf Tournament, held about two weeks previously, both Mr. Brogan and Mr. Shetzline came home with prizes, although they finished a little farther down the line than in the previons tournament.

Mr. Shetzline finished twentieth on the list and was awarded one dozen excellent golf balls, and Mr. Brogan was thirty-seventh on the list and received an assorted cigarette box as a token of his skill.

Business with Yahn & McDonnell, prominent cigar distributors here, continues to be holding up in excellent fashion when compared with that of last year, which was their record year, and "Optimo" and "Blackstone" sales continue to keep the freight and express companies busy.

SAM BAYUK HIGH IN GOLF TOURNAMENT

Samuel Bayuk, chairman of the board of Bayuk Cigars, Incorporated, finished high on the list at the United States Tobacco Journal golf tournament last week, his score placing him sixth on the list. Mr. Bayuk was awarded a solid silver putter as a prize, and Harvey Hirst, president of Bayuk Cigars, Incorporated, finished eighteenth on the list, and was awarded a beverage shaker, so that Philadelphia was well represented among the prize winners at the tournament.

HAD THE BANKS WORRIED

Some of the banks in Philadelphia were wondering why several cigar companies made such heavy withdrawals of cash a short time ago, but when they learned that it was for the purpose of getting leaf tobacco out of bond before the new tariff law went into effect, everything was O. K.

BRANZELL A VISITOR AT BAYUK'S

George C. Branzell, southern states representative for Bayuk Cigars, Incorporated, was a recent visitor at headquarters and reported a steady demand for Bayuk products in his territory.

WAGNER CATCHES LARGEST SALMON

LAST WEEK Mr. John Wagner, of John Wagner & Sons, journeyed to Governor Smith's Restigouche Camp, at Matapedia, Quebec, Canada, where he was the guest of Governor Smith (of Vermont) and where Mr. Wagner indulged in the sport of fishing for salmon for the first time. In spite of that handicap, Mr. Wagner soon had a nice strike and successfully killed his first salmon, which proved to weigh thirty-seven and one-half pounds—the largest salmon caught there so far this season.

Prior to the salmon fishing trip, both Mr. John and Mr. Joe Wagner spent several days at the Pohoqualine Fishing Company, at Bartonsville, Pa., where they are members of a fishing and hunting club which owns their own private trout fishing stream, and enjoyed some excellent trout fishing.

Mr. Joe Wagner was unable to accompany Mr. John on his salmon fishing trip owing to the fact that he was a guest at the wedding of Nelson A. Rockefeller, son of John D. Rockefeller, Jr., and Miss Mary T. Clark, daughter of Percy H. Clark, of Cynwyd. The wedding ceremony was solemnized in the Episcopal Church at Bala.

Business with John Wagner & Sons continues excellent in spite of the much talked of general business depression.

Mannie Perez, of Mercelino Perez & Company, Tampa manufacturers of made in bond clear Havana cigars, was a recent visitor and reports business good.

G. B. SCRAMBLING A VISITOR

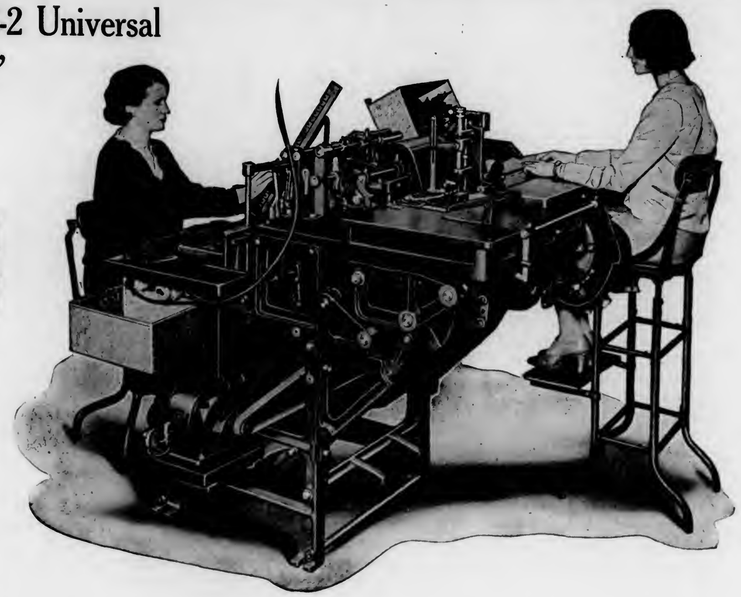
George B. Scrambling, of the G. B. Scrambling Company, Cleveland distributors of the "La Palina" cigar, was a recent visitor at the offices of the Congress Cigar Company. Mr. Scrambling had been spending some time at Atlantic City accompanied by Jesse Carver, sales manager of the firm, and was en route to St. Petersburg, Fla., where he expects to join Mrs. Scrambling and they will proceed to Cleveland from that point by motor.

BAYUK DIVIDEND

The Board of Directors of Bayuk Cigars, Incorporated, have declared regular quarterly dividends of seventy-five cents a share on the common stock of the company, and 1¾ per cent. on the first preferred shares. Both dividends are payable July 15th to stockholders of record June 30th.

The New Model S-2 Universal "Cross Feed Type" Long-Filler Bunch Machine

Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.



WE list here a few of the important and highly efficient features of the Model S-2 Universal "Cross Feed Type" Long Filler Bunch Machine:

A—The filler is fed into the trough of the Cross Feed in a continuous stream and automatically cut to the proper length, insuring well filled out bunches throughout their entire length.

B—Automatic in its operation, it feeds, and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are the laying of the binder on the rolling table and placing the filler in the feed trough.

C—The Suction Binder Equipment assures an increased yield of binders also smoother and more perfectly rolled bunches.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Easily and quickly adjusted for any size or length of bunch or for right or left hand bunches.

G—Any shape or size bunch can be made on the same machine with slight mechanical changes.

H—Can be used on mold work or in conjunction with the Universal Model "R" and other Automatic Cigar Rolling Machines.

I—Quickly and accurately adjusted to different conditions of filler.

J—Assures uniformity of bunches at all times in both size and weight.

K—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

THIS, our latest Long Filler Bunch Machine, the Model S-2 "Cross Feed Type", has been subjected to the severest practical factory tests in the making of high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length. The filler is fed into the "Cross Feed" trough in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

The price of the Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, is $2,325.00. F. O. B. our factory, Newark, N. J.

Rebuilding Model T "Blending Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed Type" will cost $1,000. Doing the same with Model S "Standard Type" Universal Long Filler Bunch Machines will cost $750 F. O. B. our factory, Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DESPITE the opposition of the cigar manufacturers and their employees, nothing will be done toward amending the provisions of the 1930 tariff bill repealing the statute limiting the importation of cigars and cigarettes to lots of 3000 or more, before next winter, at the earliest, and postal officials are preparing to approach Cuba with a proposal for the consummation of a parcel post treaty.

Modification of the repeal provision, so as to place a minimum of 300 upon the importation of cigars, provided in a resolution introduced in Congress, was the subject of a hearing before the House Ways and Means Committee June 18th, at which Charles Dushkind, general counsel of the Tobacco Merchants' Association, and M. J. Flynn, representing the Cigarmakers' International Union, urged that some protection be given the American manufacturer by requiring that cigar imports consist of 300 or more.

The fear that the opening up of this market to a box trade in cigars would lead not only to the unemployment of thousands of cigarmakers, but would kill the American wrapper tobacco producing industry was expressed by Flynn. He pointed out that under the practices of the Treasury Department, it would be possible for smokers to import a dozen or more cigars without actual payment of duty, since it is not the policy of the Government to collect amounts of less than $1.

The committee, however, was assured by Postmaster General Brown that arrangements would be made for the prepayment of duty on small packages before shipment to the United States. This, it is expected, will mean considerable to the cigar industry in this country, since the duty of $4.50 per pound and 25 per cent. ad valorem cannot be evaded.

Further, with the data which will be collected incident to the prepayment of duty, the trade will have full information regarding the competition which is actually experienced, and if it proves too severe, it was pointed out, the flexible provisions of the tariff law may be invoked for relief.

The next move, however, will probably be along the lines of a reduction in the domestic excise tax on cigars, to be sponsored within the trade by Charles Dushkind. This, it has been intimated, would be the next step in tax reduction, although at the present time, indications are that taxes will have to be increased, rather than reduced, due to the heavy expenditures provided for by Congress.

Following the hearing, it was indicated that the committee would take no further steps in the matter at this time, and probabilities are that the project is closed, especially if a parcel post convention between the United States and Cuba is consummated within the next few months, before Congress returns to Washington.

Early Changes in Tariff Commission Probable

Reorganization of the United States Tariff Commission, provided for in the new tariff act, is receiving the consideration of President Hoover, and it is probable that in the near future the membership of the commission will be radically changed.

Considerable dissatisfaction has been voiced with the manner in which the commission has prosecuted the inquiries which it is required to make under the flexible provisions of the act, and the new law provided revised methods of operation and paved the way for the President to replace such members as he might be dissatisfied with.

Indications are that all members with the exception of Commissioner Alfred P. Dennis, vice-chairman, and possibly Chairman Edgar B. Brossard, will be replaced. Commissioner Dennis is one of the "strong men" of the commission, a "Hoover democrat" and a long-time friend of President Hoover, and formerly was connected with the Department of Commerce. Commissioner Brossard, if continued on the commission, will owe his reappointment to Senator Smoot of Utah, his home State. The other members are Commissioners Thomas O. Marvin of Massachusetts, Sherman J. Lowell of New York, Lincoln Dixon of Indiana, and Frank Clark of Florida. Commissioner Dennis is from Maryland.

For a number of years the activities of the tariff commission have been marked by internal dissension, which at one time became so feverish as to receive the attention of a congressional committee. Charges have been made that the commission was under "one man" control, this during Commissioner Marvin's chairmanship, and in several instances reports of the commission were attacked by interested industries. In the case of the commission's investigation of calf leather, the attack of the industry resulted in the withdrawal of a report which had been submitted to Congress.

Philippine Cigar Shipments Decline

A serious decline in exports of Philippine cigars to the United States last year is shown by figures compiled in Manila and just reported to the Department of Commerce, placing shipments to this country in 1929 at 156,641,272 cigars, against 187,360,260 in 1928, a loss of 16 per cent.

Figures on cigarettes and cigars from the islands to this country in April indicate that the former were 26 per cent. below the same month of 1929 and the latter more than seven per cent. less. The decline, it was reported, is noticeable in all classes of cigars with the exception of Class E, of which none were shipped in April, 1929, and 3500 in the same month this year.

(Continued on Page 14)

RIGHT OFF THE BAT!

When tempted to over-indulge

"Reach for a Lucky instead"

"Coming events cast their shadows before"

Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday and Thursday evening, over N. B. C. networks.

© 1930 The A. T. Co. Mfrs.

"It's toasted"

Your Throat Protection—against irritation—against cough

*We do not say smoking Luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."

NEW "WINGS" CIGARETTE IN CHICAGO

"WINGS" the new air-cooled cigarette made by the Brown & Williamson Tobacco Corporation of Louisville, Kentucky, creators of "Raleigh" cigarettes and "Sir Walter Raleigh" smoking tobacco was introduced last week in Chicago.

The cigarette is offered in two entirely new packs known, as the wallet pack and the twin-tens pack. The makers of "Wings" claim that with the wallet and the twin-tens pack, there will be "no more crushed or half empty cigarettes." And that the cigarettes are purer and fresher.

The tobacco in "Wings" is treated with a special process, air washing all the Turkish, Virginia and Burley tobaccos used in the cigarette. This "air washing" removes all dust, dirt and other irritating impurities and makes the cigarette very much cleaner and slightly cooler.

Two New Packs

Although "Wings," the new cigarette, outwardly appears the same as any other cigarette, it is packed differently. The wallet pack is closely related to the Raleigh package which Brown & Williamson introduced about two years ago. It folds like a regular cigarette case or money wallet and holds twenty cigarettes keeping them perfectly round, plump and firm.

Twin Tens

Wallet

The twin-tens pack is utterly new to Americans. It is composed of two slender little packs of ten each. These twin little packages lie very flat. They can be slipped handily into a woman's purse or hand bag, or a man's vest pocket.

When Brown & Williamson Tobacco Corporation introduced the "Raleigh" cigarette less than two years ago, the company was well known for the manufacturing and distribution of "Sir Walter Raleigh" smoking tobacco. Today, "Wings" has the added advantage of being produced by a company which has proved itself to the public and trade as a manufacturer of quality products. This should aid the new cigarette to obtain even greater popularity than "Raleigh," although the latter has made amazing progress in the relatively short period in which it has been on the market.

In selecting Chicago as the city for the introduction of "Wings"—the new air-cooled cigarette—the Brown & Williamson Tobacco Corporation reflects the corporation's confidence in the new product, for it is

(*Continued on page 13*)

RED LION JUBILEE GALA EVENT

THE golden jubilee celebrated by the town of Red Lion, in York County, Penna., which took place June 8 to 15, was a splendid success and and the many cigar manufacturers in the vicinity did themselves proud in the preparation of floats and exhibits for the parade which took place on Thursday, June 11th.

The parade was more than two miles in length, and there were more than sixty floats and one thousand persons in the line.

The floats and marchers depicted history making events dating from the founding of the borough up to the present time.

The Meads Tobacco Company headed the industrial division with two handsome floats which depicted the growth of the tobacco industry in America. The first float contained an Indian smoking his primitive pipe; Sir Walter Raleigh introducing tobacco in England; a Spanish character introducing Key West Shorts in York County, and a comfortable American living room with the head of the house enjoying a cigar by the fireside.

The second float of the Meads Company depicted a steamer which takes Meads products to all parts of the world, and on this float rode the three members of the firm: C. O. Meads, Charles C. Meads, Arthur M. Meads, and the purchasing agent of the company, Charles F. Hess.

Other floats in line were those of the Federal Cigar Company depicting Spanish characters and including a twelve foot model of a cigar; The Meditation Cigar Company float carried an enormous American Beauty rose with Miss Romaine McGuigan seated in the center of the rose; The T. E. Brooks & Company, float carried a miniature cigar factory showing all the process of cigar manufacturing, and the float of J. C. Winter & Company, which advertised their principal brand "El Wadora."

The floats were so greatly admired that they were taken to the City of York, Pa., on the following morning and a parade was staged in that city over the principal streets, at the invitation of the mayor.

A patriotic and military parade was staged on Saturday, and was reviewed by Major General Gohn, of the Third Army Corps Division, of Baltimore, and Major Livingston, of Harrisburg, a retired officer of the Pennsylvania National Guard.

The jubilee was brought to a close on Sunday, the 15th, with a religious pageant, "The Spirit of the Church."

GRABOSKY WEDS MISS MASTBAUM

Last Tuesday evening Miss Elizabeth Mastbaum became the bride of Harry Grabosky, in the Bellevue-Stratford Hotel here.

Mr. Grabosky is the son of Mr. and Mrs. Samuel Grabosky, of Germantown, and Miss Mastbaum is the daughter of Mrs. Etta W. Mastbaum, and the late Jules Mastbaum, motion picture theatre magnate. Mr. Samuel Grabosky is president of the G. H. P. Cigar Company.

Miss Mastbaum studied art here and abroad with private tutors, and Mr. Grabosky is a graduate of the University of Pennsylvania and is also a partner in the brokerage firm of Hano, Wasserman & Company. Mr. Grabosky also recently purchased a seat on the New York Stock Exchange.

The jovial gentleman with the corn-cob pipe is "Old Hunch"—famous exponent of the circuit-clout . . . and P. A. for pipes. He's been rooting for Prince Albert for years!

Right over the fence

YOU CAN always count on Prince Albert to come through. It was a hit from the start and numbers its fans by the million. No use beating about the bush-leagues . . . it's just the greatest pipe-tobacco that ever stepped up to a match for a joy-drive into deep center.

Buy a tidy red tin of good old P. A. Swing back the lid and catch that rich, rare aroma. Pop a load into your pipe and light up. Cool as an umpire deciding: "Strike TWO!" Sweet as a homer that wins in the ninth. Mellow and mild and long-burning, down to the last sweet drag. That's Prince Albert, Men.

Jimmy-pipe or makin's papers, it's all the same to this double-header. No matter how many innings you play, morning to midnight, you're safe . . . and satisfied . . . with P. A. Team-up with this big-league pennant-cincher, and see what a team-mate it is. The password's "P. A."—don't muff it!

More tobacco and more pipe-joy. There are TWO *full ounces in every tin.*

PRINCE ALBERT

—the national joy-smoke!

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

WELCOME TO NEW YORK
The HOTEL
GOVERNOR CLINTON
31ST ST. AND 7TH AVE.
opposite PENNA. R.R. STATION

A Preeminent Hotel of 1200 Rooms each having Bath, Servidor, Circulating Ice Water and many other innovations.
E. G. KILL, General Manager.
ROOM AND BATH $3.00 Up

N. C. B. M. A. ANNUAL CONVENTION

The Eleventh Annual Convention of the National Cigar Box Manufacturers' Association was held last week at the Chateau Frontenac, in Quebec, Canada, with an excellent attendance of members and guests from all parts of the country.

Special through pullman cars were operated from Philadelphia and Detroit, leaving Monday night, June 23rd. The cars were joined at Montreal and the balance of the trip to Quebec was made with all the cars attached to the same train.

Business sessions were held on Tuesday and Wednesday morning and the afternoon and evenings were given over to entertainment.

On Wednesday afternoon, the guests were given a trip to the Shrine of Ste. Anne de Beaupre, with a stopover on the return trip at the Kent House at Montmorency Falls, where a splendid dinner was served at 7 P. M.

On Thursday afternoon the guests were given a motor sightseeing tour of the city of Quebec and the annual banquet was held in the evening at the Chateau Frontenac.

Count Ernesto Russo, of Milan, Italy, who is in this country on a special mission for Mussolini, was the guest of honor at the banquet, held in the Jacques Cartier room of the hotel on Thursday evening, and he gave a very interesting talk on "America As I Have Found It." The count's address was interspersed with many humorous incidents which he has encountered during his travels, which kept the guests convulsed with laughter.

Needless to say, a good time was had by all.

The next convention of the association will be held in June, 1931, at Windsor, Ontario, Canada.

COMMITTEE ADOPTS CODE OF ETHICS

THE CIGAR MANUFACTURERS COMMITTEE, recently formed at the invitation of the National Better Business Bureau, Incorporated, held a meeting at the offices of the bureau, in the Chrysler Building, New York City, on June 17th, and adopted a code of ethics relative to advertising which every cigar manufacturer will be invited to adopt.

The members of the Cigar Manufacturers Committee, which met on June 17th, are Harvey Hirst, Philadelphia, chairman; D. Emil Klein, New York City; Mortimer Regensberg, New York City; T. E. Brooks, Red Lion, Pa.; Jacob Mazer, Detroit, and Frank Will, of Philadelphia.

Cigar manufacturers will be asked to subscribe to the resolution as adopted by the committee, and as outlined in the following letter:

"To Cigar Manufacturers:

"We are calling the following statement and resolution to your attention as an expression from the committee, appointed by cigar manufacturers at their trade practice conference with the bureau on June 5th, to define advertising and selling practices of cigar manufacturers.

"If you agree with the committee's statement will you please sign it and return to the National Better Business Bureau, Chrysler Building, New York City. There is no obligation to this request other than to accept the premise incorporated in the Committee's statement. Your acceptance of the resolution involves no financial obligation on your part.

Resolution

"A Cigar Manufacturers Committee, acting in the public interest and in behalf of fair play within the industry, having met with the National Better Business Bureau for the purpose of putting their desires into concrete form, do make the following resolution:

"WHEREAS, cigar manufacturers adopting the following standards agree that in so far as is possible and practicable it is their desire to promote voluntarily fair play methods of competition in the advertising and selling of cigars.

"WHEREAS, It is further agreed by cigar manufacturers adopting these standards that they desire and will welcome the co-operation of the National Better Business Bureau, Incorporated, as their agency of assistance in carrying out the purposes of these standards, and toward this end it is agreed by each manufacturer that the compliance of his firm to the standards shall be sincere and complete.

"WHEREAS, Cigar manufacturers adopting these standards agree to co-operate fully with the National Better Business Bureau in the voluntary maintenance of these standards.

"THEREFORE BE IT RESOLVED, That the following standards be adopted to govern the advertising and selling of cigars:

"1. Cigar advertising shall justify consumer belief.

"2. Cigar advertising shall be fair to competition.

"3. Cigar manufacturers will submit proof of claims made in advertising upon request of the National Better Business Bureau."

We subscribe to this resolution.

Firm .....
Officer .....

NATIONAL BETTER BUSINESS BUREAU, INCORPORATED.
Commercial Department.

PHIL PHULOFAX ON BOOSTING SALES

THE approach of summer vacations offers the alert cigar dealer a mighty fine opportunity to boost box sales, according to Phil M. Phulofax, D.B.I., business philosopher and specialist in cigar retailing, whose sales talks to retailers, now appearing regularly in the advertising pages of this publication, are creating a nation-wide sensation in the trade.

"It's easy," says Mr. Phulofax, speaking in his office at Bayuk Cigars, Inc., the firm with which he is associated, "for any dealer to find out from his regular customers when each of them plans to take his vacation. Just a casual query will usually bring the information. The next move is to make sure the customer is going to carry a box of his favorite cigars along with him. It won't need much of a sales talk to convince him that a box packed in his grip is the best assurance of not running out of smokes when he may be miles away from a store where he can buy his favorite brand."

If the customer's vacation is near at hand, Mr. Phulofax points out, the suggestion can be made then and there. If it is some time ahead, the thing to do is to note the date and time the suggestion for a week or so before the customer's departure. If the customer doesn't come in, a post card reminding him to stock up with cigars before he goes will often do the trick. One way or another, Mr. Phulofax holds, it ought to be possible to turn about every regular customer's vacation into a box sale.

In passing his sales suggestions out to the trade, Mr. Phulofax says he is not claiming credit for inventing anything new. There is, he states, nothing new about his tips. They've all been tried, and have been found to work. What Mr. Phulofax is interested in is helping cigar dealers everywhere by giving them the benefit of his own and other dealers' experience.

FATHER'S DAY A FLOP

The effort to have cigar retailers cash in on the opportunity to sell cigars for gifts for Father's Day, again this year, turned out to be a decided flop from what we can learn in this vicinity.

There is unquestionably a wonderful opportunity for the retail tobacconist to cash in on this national event, but there was practically no enthusiasm evident among the retailers here.

One manufacturer did his part in offering window posters to the trade and one jobbing firm here did his share of newspaper advertising, but if there was any increase in cigar and tobacco sales, it was not due to the efforts of the retailer.

It is a deplorable situation when so few persons will exert themselves even a trifle to stimulate the business in which they make their livelihood.

GENERAL ADDING EMPLOYEES

The General Cigar Company has recently been advertising in New Brunswick, N. J. papers in the wanted columns, for girls over sixteen years of age.

It is stated that the company is rushed with orders and there is an urgent need for female help. Girls who desire employment were told to call at the offices of the plant at 217 Somerset Street.

CONNECTICUT GROWERS INVITED TO JOIN N. C. L. T. A.

JOHN H. DUYS, newly elected president of the National Cigar Leaf Tobacco Association, was present at the annual meeting and field day held by the Connecticut Leaf Tobacco Growers' Association, last week at the Tumble Brook Country Club, Hartford, Conn., and issued an invitation to the Connecticut Association to rejoin the National Association and work together in harmony for the good of the industry.

In his speech Mr. Duys said: "We will talk as one tobacco man to another; one trouble is that we in the business are not united. That we need is an organization which will include in its membership all units of the cigar business. I have talked with leading cigar manufacturers and I have outlined my plans to them. I have told them that we would be willing to change the name of our organization. It is probable that we could get eighty per cent. of the manufacturers into this organization.

"Now, I hope that we can get the leaf men back in the fold. I am here to ask you gentlemen to bury the hatchet. Let us forget the tariff, let us forget everything else and see if we can not get together and do something for the cigar leaf industry." He then mentioned the advertising and other objects of the association.

"Nobody will control this association," Mr. Duys continued, "and all steps will be taken for the benefit of all. Our industry is sick and only united action can cure it. I have just returned from abroad. I found that the business had actually improved in certain European countries. Cigar sales in Germany, Denmark, Holland and France are actually above those of a year ago, because the industry in those countries is a unit."

The Connecticut Association's views were completely summed up by Benjamin L. Haas, for twenty-five years its president, who said: "There seems to be an impression that we withdrew from the National Association because of the tariff controversy. This isn't so. The reason we withdrew is because we were ignored. There is an element in New York City that has the faculty of ignoring everyone outside of New York City. Before the tariff fight really began, I implored the powers that be not to disturb the existing order of things, for if you do, I told them, the people here and in Florida will ask for something ridiculous.

"I always stand for the principle of the most good for the greatest number. If our customers are going to be benefited I approve of this step. But I should like to have it proved to me that we are going to be in the councils of the organization. Our members have been members of the National Association and they have been directors, but it never meant anything. We gave this thing a good deal of thought before we resigned our membership, and we want to give it much thought before we go back."

On motion of H. Whitaker, it was voted to have a meeting of the Connecticut Association sometime in July to consider rejoining the National Association. Mr. Duys was asked to write a letter to the Connecticut Association outlining his policy.

NEW AGENT FOR CONSOLIDATED

Effective August 1st, Young and Rubicam, Incorporated, have been chosen to handle the advertising of the "Dutch Masters" and "Henry George" cigars for the Consolidated Cigar Corporation.

CARRINGTON RE-ELECTED ASSOCIATION HEAD

A. B. CARRINGTON, of Danville, Va., was re-elected president of the Tobacco Association of the United States, at the annual convention of the association held at Virginia Beach, Va., last week.

Other officers and members of the board of governors were also re-elected at the concluding session, as follows: First vice-president, W. T. Clark, Wilson, N. C.; second vice-president, J. A. Clark, Bedford, Va.; chairman of the board, T. M. Carrington, Richmond, Va., and secretary-treasurer, R. T. Corbell, Richmond.

Opening dates for the tobacco markets of Georgia, the Carolinas, Florida and Virginia were named in a recommendation by the association's sale committee.

These dates must be approved by the association before they become effective, but the organization normally follows the recommendations of the sales group.

The opening dates recommended were as follows: Georgia, July 29th, six days later than last year; South Carolina, August 5th, six days later than last year; Eastern Carolina, September 2d, one day earlier than last year; Middle Belt, September 23d, one day earlier than last year; Old Belt, September 30th, one day earlier than last year, and Dark Virginia Belt, November 4th, eight days earlier than last year.

UNITED STATES CIVIL SERVICE EXAMINATIONS

The United States Civil Service Commission announces the following open competitive examinations:

Plant Pathologist (Tobacco Investigations), $3800 to $4400 a Year.

Asscciate Plant Pathologist (Vegetable Diseases), $3200 to $3700 a Year.

Assistant Plant Pathologist (Vegetable Diseases), $2600 to $3100 a Year.

Application for plant pathologist (tobacco investigations), associate plant pathologist (vegetable diseases) and assistant plant pathologist (vegetable diseases), must be on file with the Civil Service Commission at Washington, D. C., not later than August 6, 1930.

The examinations are to fill vacancies in the Bureau of Plant Industry, Department of Agriculture, for duty in Washington, D. C., or in the field, and in positions requiring similar qualifications.

Present vacancies exist at Madison, Wis., Arlington Farm, Va., and Presque Isle, Maine.

Competitors will not be required to report for examination at any place, but will be rated on their education, training and experience, and on a thesis or publication.

Full information may be obtained from the United States Civil Service Commission at Washington, D. C., or the secretary of the United States Civil Service Board of Examiners at the post office or custom house in any city.

FATHER OF IRVIN STUDWELL DIES

The many friends of Irvin Studwell, of the Health Cigar Company, will learn with deep regret of the death of his father, Captain Alexander Studwell, of Port Chester, N. Y.

Captain Studwell died at the home of his son on Tuesday, June 24th, and funeral services were held from his residence in Port Chester, on Thursday afternoon, June 26th. Captain Studwell was eighty-three years old.

CIGAR AND CIGARETTE MAY FIGURES DROP

THE FOLLOWING comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of May, 1930, and are issued by the bureau. (Figures for May, 1930, are subject to revision until published in the annual report):

Products	*May*	
Cigars (large):	*1929*	*1930*
Class A .....No.	313,510,440	307,027,260
Class B .....No.	51,865,643	37,820,713
Class C .....No.	191,391,960	166,145,792
Class D .....No.	13,834,170	11,249,959
Class E .....No.	1,810,336	1,531,439
Total	572,412,549	523,775,163
Cigars (small) ....No.	40,670,506	36,954,000
Cigarettes (large)..No.	951,594	625,994
Cigarettes (small)..No.	11,168,406,693	10,300,767,513
Snuff, manufactured.lbs.	3,231,800	3,433,759
Tobacco, manufactured .....lbs.	30,128,326	29,145,241

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of May:

Products	*May*	
Cigars (large):	*1929*	*1930*
Class A .....No.	13,142,775	11,769,300
Class B .....No.	689,000	310,500
Class C .....No.	1,112,500	932,900
Class D .....No.		2,500
Class E .....No.	5,000	
Total	14,949,275	13,015,200
Cigars (small) ....No.	760,000	1,000,000
Cigarettes (large)..No.	375,000	178,000
Cigarettes (small)..No.	60,000	790,000

Tax-paid products from the Philippine Islands for the month of May:

Products.	*May*	
Cigars (large):	*1929*	*1930*
Class A .....No.	10,730,975	10,045,140
Class B .....No.	151,103	90,927
Class C .....No.	39,438	53,576
Class D .....No.		500
Class E .....No.	210	
Total	10,921,726	10,190,143
Cigarettes (small)..No.	263,070	180,810
Tobacco, manufactured .....lbs.	153	177

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the May Statement of Internal Revenue Collections

Objects of taxation	*First eleven months Fiscal Year*	
Tobacco manufactures:	*1929*	*1930*
Cigars	$20,968,032.65	$19,703,071.49
Cigarettes	309,505,955.27	324,624,749.19
Snuff	6,535,213.06	6,799,159.06
Tobacco, chewing and smoking	55,927,206.22	55,271,770.56

TOBACCO DIVISION CREATED IN DEPARTMENT OF COMMERCE

Director William L. Cooper on Saturday announced the creation of a tobacco division in the Bureau of Foreign and Domestic Commerce.

With exports of tobacco and tobacco products totaling more than $171,000,000 last year, increased demands for commercial services pertaining to foreign marketing necessitated creation of the new division. It will be headed by Benjamin D. Hill, who is well known throughout the industry, and who has been in charge of the department's tobacco activities since 1925.

YAHN & McDONNELL ADD THREE MORE

Yahn & McDonnell Cigars, distributors of cigars and tobacco products, with headquarters at 617 Chestnut Street, have taken over the operation of the three cigar stands in the Llewellyn Drug Stores.

They also operate a very large chain of cigar stands in the prominent hotels, clubs and office buildings in Philadelphia and its suburbs.

NEW "WINGS" CIGARETTE

(Continued from page 8)

generally conceded that if the smokers of Chicago pass favorably upon a cigarette, its nation-wide success is assured. "Wings" is backed by a tremendous advertising campaign. All the important Chicago newspapers, both English and foreign language, will carry a heavy schedule of advertising. Besides this, billboards, window displays, car cards, elevator platforms and tacker signs all over the city and outlying district will be used. No cigarette manufacturer has ever drawn up such a formidable array of sales effort in Chicago.

"Wings" are being introduced in a very novel manner. Every tobacco shop in Chicago and the outlying districts last week had on sale at the popular price of fifteen cents "Wings" in the two utterly new and distinctive packages. The deal—a special introductory offer consisted of one pack of wallets and one pack of twin tens for fifteen cents. In other words, one package was given away free with every package purchased. This special introductory offer lasted only a few days and the cigarette is now being sold at the regular price of fifteen cents per pack.

The new twin-tens package of "Wings" cigarettes is making a hit with the ladies. It's just the right size to slide into the new stylish hand bag without bulging or stuffing. It consists of two slender little packs, ten each, instead of one of the old-fashioned bulky packs of twenty.

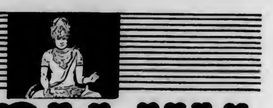
Two thin handy packs that keep ten smokes still fresh and firm when the first ten are gone.

Department Leader Predicts Success

J. C. Williams, department manager of the Brown & Williamson Tobacco Corporation for the Chicago territory, with offices at 440 South Dearborn Street, is confident that "Wings" will soon become Chicago's favorite cigarette.

Mr. Williams, who represents the Chicago territory, is fired with enthusiasm as a result of the amazing speed with which "Wings" have been accepted by Chicago smokers, tobacco dealers and jobbers.

There are about 12,000 tobacco outlets in Chicago. These have all witnessed the startling performance of the "Raleigh" cigarette manufactured by the same company. As a result they are all keen to place and push "Wings"—the new product of Brown & Williamson.



LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

News from Congress

(Continued from Page 6)

Total shipments of all classes were 9,039,462, against 9,744,481 in April, 1929.

The United States market is irretrievably lost to Philippine cigars, in the opinion of the Insular Collector of Internal Revenue. After years of propaganda, promotion drives and intensive effort, the results have been negative, he declares, assigning the following reasons for the loss of the American market:

"Variability of prices of some Manila brands; disturbances of market conditions brought about by the sale of low-grade Manilas at very cheap prices; inability of dealers to obtain some brands from the stock of importers; difficulty and delay in obtaining fresh cigars when the importing is done by jobbers; occasional overstocking of some dealers; some Manila factories give little or no cooperation in the distribution of their brands; failure of some Manila manufacturers to keep in close contact with the American market conditions, and the mistaken policy of putting lower priced cigars to the fore."

No Further Cut in Income Taxes Likely

While Government receipts for the year ending June 30th will be well up with the estimates and especially heavy in income and tobacco taxes, there is apparently little chance of extending the one per cent. tax cut to incomes of 1930, according to well-informed experts.

The one per cent. reduction applied to corporation taxes and normal individual taxes on incomes of 1929. If no action is taken by Congress the rates of the 1928 Revenue Act will be restored. The Treasury originally estimated a loss of $180,000,000 in incomes as a result of the one per cent. cut, although it did not run that high, judging from March collections. The loss was probably about $60,000,000 during the 1930 fiscal year, and will be substantially the same in the 1931 fiscal year, since the rate would affect payments the last half of the 1930 year and the first half of the 1931 year.

Business conditions—the commercial and industrial recession and the new stock market losses recently—will have the effect of materially reducing Government revenues from individual and corporation taxes unless there is a big improvement before the end of the year.

Expenditures, authorized by Congress, or those which probably will be authorized and which were not anticipated at the time the 1931 budget was sent to Congress would cut down or wipe out the estimated $122,788,966 surplus for June 30, 1931, even on the basis of the rates in the 1928 Revenue Act.

The Treasury and Budget Bureau estimated expenditures of $4,102,938,700 and receipts of $4,225,727,666 in the 1931 budget. The estimated receipts included $602,000,000 for customs and $2,460,000,000 for income and corporation taxes on the basis of the 1928 Revenue Act. There is little prospect that either of these estimates will be reached. Customs will be $50,000,000 less this year than the estimate, with a continuation of the lower receipts probable, while on the basis of present business conditions a sharp drop in income taxes may be expected.

In order to meet the unexpected expenditures next year and still maintain the low tax rate, the Treasury could borrow money through security issues, but this would be contrary to the policy existing since the war of reducing the debt out of ordinary expenditures. Such a course would hardly be pursued if the policies of Secretary Mellon are carried out.

Indications are that the Treasury's estimate of about $2,400,000,000 income and corporation taxes for the year ended June 30th would be reached. So far the collection has been close to $2,000,000,00, including June 16th, for the month of $84,03,000 had been collected, somewhat over last year. For the year the collection is running $119,000,000 ahead of last year.

In March the income tax collection was $554,000,000 and last June $555,000,000. These figures would indicate receipts this month of something over $500,000,000.

THE 1929 TOBACCO CROP OF SUMATRA

Commenting on the tobacco crop of 1929, Vice Consul Daniel M. Braddock, Medan, advises that the crop, North Sumatra's second source of economic revenue, was not up to standard in either quantity or quality as a result of drought and storms during the growing season. The crop began to move to Holland at the end of the year for the spring auctions, but did not promise the usually large return to the growers.

The report of Vice Consul Braddock, as released by the Tobacco Section, Department of Commerce, further advises that the plantation industries are continuing their efforts to meet the situation by reducing their costs of production through more scientific methods of cultivation, but a further cause of anxiety to them is the uncertainty of a labor supply. It is now said that the majority of planters in the district recognize that the penal sanctions on which the present labor system is established are going to be abolished and free labor instituted in its place. While many of the estates now employ some free laborers, by far the larger part of the coolies are still engaged under the penal sanction guarantees, and it seems that a gradual transition is the only means of effecting the change to a free system without bringing disaster to North Sumatra's agricultural industries.

The business depression facing the export industries is reflected in the purchasing power of the population. In 1929 Europeans in North Sumatra received smaller bonuses than anticipated, while the purchasing power of the natives, who form the real import market, fell off considerably. The profits of European plantations are spent to only a small degree in North Sumatra, while practically 100 per cent. of the native earnings, on the other hand, are spent in this country.

REYNOLDS EARNINGS INCREASE

According to recent surveys of the operations of the R. J. Reynolds Tobacco Company, Winston-Salem, manufacturers of "Camel" cigarettes, and "Prince Albert" and other brands of smoking tobacco, that company will earn somewhere around $35,000,000 during the year 1930, which will be $2,500,000 to $3,000,000 more than their earnings of last year, which was a record year for the company.

The increase is based conservatively upon the resumption of the $6.40 wholesale price for cigarettes, which went into effect a short time ago, and does not take into consideration the normal increase in volume of business which the company is understood to be enjoying on its nationally known brands.

NEW TARIFF LAW

(Continued from Page 3

quired to be stamped and tax paid under the internal revenue laws. Such sales could not be treated as exports which are, of course, exempt from internal revenue taxes, because only goods consigned to a consignee on the other side and actually landed and entered on the other side, were regarded as exports. Hence, sales for ships' stores could not be treated as exports and the internal revenue tax accordingly applied.

To overcome this difficulty a new provision introduced at the instance of the T. M. A. has been embodied in the new act, treating any tobacco products sold and delivered for consumption beyond the jurisdiction of the United States as exports, thus exempting them from internal revenue taxes. The new provision as enacted reads:

Section 317. Tobacco Products—Exportation Free of Duty or Internal Revenue Tax

The shipment or delivery of manufactured tobacco, snuff, cigars or cigarettes, for consumption beyond the jurisdiction of the internal revenue laws of the United States, as defined by Section 3448 of the Revised Statutes, shall be deemed exportation within the meaning of the customs and internal revenue laws applicable to the exportation of such articles without payment of duty or internal revenue tax.

Ways and Means Committee's Report on Ship's Stores Sales

The purpose and scope of the amendment is concisely set forth in the report of the Ways and Means Committee to the House of Representatives from which we quote:

"Under the various provisions of the customs laws providing for exportation of articles without payment of duty and for drawback of duty on materials used in the manufacture of articles subsequently exported, and under the provisions of the internal revenue laws, tobacco products may be exported free of duty or internal revenue taxes, or with benefit of drawback. The word "exportation," however, as used in these laws has been held to require shipment to a foreign country with intention that the products shipped shall enter into the commerce of such industry. The provisions of Section 309 do not extend to foreign vessels and such vessels, therefore, requiring such tobacco products for use as sea stores, have, in order to obtain the benefit of the customs and internal revenue laws relating to exportation of such products, found it necessary to purchase such products after exportation to a foreign country.

"Likewise, the shipment of such articles to foreign countries for sale to or consumption by official representatives or armed forces of the United States stationed in such countries can not be held exportation under these laws. Such official representatives and armed forces have thus been required to pay higher prices for such products on direct shipment than residents of the countries in which they are stationed.

"To remedy these situations there is included in the bill, as Section 317, a provision that the shipment or delivery of tobacco products to be consumed beyond the jurisdiction of the internal revenue laws of the United States shall be deemed exportation within the meaning of the customs and internal revenue laws. The section is so written as to make applicable the prohibition against relanding and penalties for improper use

(Continued on Page 16)

Blackstones

now wrapped in Cellophane!

BLACKSTONE CIGARS, the same cigars that have been a famous favorite for over fifty years, announce a new feature. They now come wrapped in a protecting tube of Cellophane to preserve their purity and flavor. In this new covering the smoker can see what he buys, clearly. And the Cellophane gives the cigar remarkable protection against breakage.

This new feature of Blackstone Cigars is being widely advertised in newspapers and over the radio. Thousands of smokers are learning about the new advantages that Blackstones offer. Tune in and hear the unusual program that comes to you and your customers through the courtesy of the makers of Blackstone Cigars.

TUNE IN! *Hear the Blackstone Cigar program over the Columbia Broadcasting System every Tuesday Evening, 8 p. m. Eastern Daylight Saving Time. 7 p. m. Eastern Standard Time, 7 p. m. Central Daylight Saving Time, 6 p. m. Central Standard Time.*

BLACKSTONE CIGARS

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NEW TARIFF LAW

(Continued from Page 15)

of the privilege and other safeguards of the customs and internal revenue laws. The amendment would also extend the privilege to naval and other vessels of the United States operating in foreign waters and on the high seas."

Undoubtedly this new provision will enable American tobacco manufacturers to develop a real large ships' store business, providing workable and practicable regulations are promulgated by the Treasury Department. Needless to say that the matter is now receiving our attention.

Indentured Labor Amendment Affecting Sumatra Wrappers

The new measure extends the existing prohibition against convict-made goods to include articles produced by forced labor or/and indentured labor under penal sanctions, to take effect on January 1, 1932, with a proviso that this provision shall not be applied to articles, etc. "which are not mined, produced or manufactured in such quantities in the United States as to meet the consumptive demands of the United States."

While in view of this last proviso, it would seem that this embargo ought not to be applied to Sumatra wrappers, inasmuch as it can hardly be said that the domestic consumption of wrappers "can satisfy our consumptive needs," yet, the question, if raised, can be determined definitely only by a litigation in the courts, and since the decision of the courts would necessarily depend upon a question of fact, which would probably be sharply disputed, no one can foretell what the courts would ultimately decide. Moreover, there appears to be no way of bringing a test case before January 1, 1932, when the provision actually becomes effective.

Under these circumstances, it seems clear that the only safe course is for the Sumatra wrapper growers to change the "penal sanction" provisions of their labor contracts as soon as possible, for the statute, will apply not only to tobacco produced after January 1, 1932, but also of tobacco produced before that date, if imported on or after January 1, 1932.

Embargo on Importation of Packages of Less Than 3000 Cigars Repealed But Restoration Possible

The new measure repeals the embargo that has existed for a great many years against the importation of cigars in quantities of less than 3000 at a time.

Under the new act cigars might be imported in any quantity, subject, of course, to the duty of $4.50 per pound, plus 25 per cent. ad valorem—less 20 per cent. on shipments from Cuba.

The elimination of the cigar embargo, as it will be recalled, has been urged by one administration after another in the last fifteen years or so, by recommendations in the President's messages and otherwise, in order that our Government might enter into a parcel post convention with the Cuban Government who insisted upon the removal of the cigar embargo as a condition for such convention.

As a separate and distinct bill, though introduced and reintroduced at almost every session of the Congress in the last decade and a half, the measure failed to pass. This time, however, the provision has been included in the Tariff Bill and was passed by the House where, under the rules, no separate vote was taken thereon. Upon a separate vote thereon in the Senate, this provision was killed, but in the conference the Senate conferees yielded and the embargo has accordingly been removed.

From present indications, however, there is every reason to hope that the concurrent resolution, which is usually passed after the enactment of a tariff act, providing for the correction of typographical mistakes, etc., may include a provision restoring the embargo on imported cigars, probably with a modification reducing the quantity from 3000 under the old law, to perhaps 1500 or possibly only 500 at a time.

Manufacturing in Bonded Factories

The provisions of existing law with respect to manufacturing in bonded factories have been continued in force without change in so far as they affect cigars, etc.

Miscellaneous Items

The rates of duty on miscellaneous items of interest to the tobacco industry carried in the new bill are set out below. For convenient reference, the old rates of duty are set opposite the new rates.

	Old Rate	*New Rate*
Amber, manufactures of, not specially provided for	20% ad val.	20% ad val.
Brier root or brier wood, unmanufactured	10% ad val.	10% ad val.
Cigar bands, labels, etc.		
Labels and flaps printed in less than 8 colors, no metal leaf	25c. per lb.	30c. per lb.
Cigar bands, same number of colors and printings	35c. per lb.	35c. per lb.
Labels and flaps printed in 8 or more colors (no metal leaf)	35c. per lb.	40c. per lb.
Cigar bands, same number of colors and printings	50c. per lb.	50c. per lb.
Labels and flaps printed in whole or in part in metal leaf	60c. per lb.	60c. per lb.
Cigar bands printed in whole or in part in metal leaf	65c. per lb.	65c. per lb.
Cigarette paper, books, etc.	60% ad val.	60% ad val.
Cork paper	30% ad val.	30% ad val.
Glycerine:		
Crude	1c. per lb.	1c. per lb.
Refined	2c. per lb.	2c. per lb.
Gums:		
Amber and amberoid, unmanufactured, not specially provided for	$1.00 per lb.	50c. per lb.
Arabic or senegal	½c. per lb.	½c. per lb.
Synthetic gums and resins, not specially provided for		4c. per lb and 30% ad val.
Licorice:		
Root	½c. per lb.	Free
Extracts of, in paste, rolls or other forms	25% ad val.	20% ad val.
Maple sugar	4c. per lb.	8c. per lb.
Maple syrup	4c. per lb.	5½c. per lb.
Matches:		
Friction or lucifer, per gross	8c. per gr.	20c. per gr.
Imported otherwise than in boxes of not more than 100 per box	¾c. per M.	2¾c. per M.
Meerschaum, crude or unmanufactured	20% ad val.	20% ad val.
Molasses and sugar syrups, not specifically provided for, testing not above 48% sugar	¼c. per gal.	¼c. per gal.
Over 48% sugar, additional for each 1% or fraction of sugar	.275 of 1c.	.275 of 1c.
Pipes and smokers' articles:		
Clay pipes and pipe bowls: Valued at not over 40c. per gross	15c. per gr.	15c. per gr.
Valued at more than 40c. per gross	45% ad val.	45% ad val.
Tobacco pipe bowls, wholly or in chief value or brier or other wood or root, in whatever condition of manufacturing, whether bored or unbored, and tobacco pipes having such bowls	60% ad val.	5c. each and 60% ad val.
Pipes, pipe bowls, cigar and cigarette holders, n. s. p. f., and mouthpieces for pipes, or for cigar and cigarette holders, all the foregoing of whatever material composed, and in whatever condition of manufacturing, whether wholly or partly finished, or whether bored or unbored	60% ad val.	5c. each and 60% ad val.
Pouches for chewing or smoking tobacco, cases suitable for pipes, cigar and cigarette holders, finished or partly finished; and all smokers' articles whatsoever; and parts thereof, finished or unfinished, n. s. p. f. of whatever material composed, except china, porcelain, parian, bisque, earthenware or stoneware	60% ad val.	60% ad val.
Sugar, concrete and concentrated molasses, etc. (96 degree):		
World market	2.2c. per lb.	2.5c. per lb.
Cuban	1.76c. per lb.	2.0c. per lb.

Note: Rates of duty on any other items which may be of interest to individual concerns will be cheerfully furnished on request by mail, telegraph or telephone.

The Debenture and Flexible Tariff Provisions

As indicated in our previous bulletins, the debenture provisions inserted by the Senate have been eliminated from the measure as finally passed.

The much discussed and sharply controversial "Flexible Tariff" provision as finally agreed upon gives the President practically the same power as under the old law. The only new limitation placed upon the President is that, if he should see fit to change the tariff, he must not deviate from the rate recommended by the Tariff Commission after investigation, etc. Like under the old law, the President is now given authority either to put the new rates recommended by the Tariff Commission into effect or pigeon-hole the recommendation and let it die. He would not be authorized to increase or lower a rate more than 50 per cent. of the rate fixed by statute. This is so under the old law. No authority is given to transfer an article from the free to the dutiable list or vice versa.

The Tariff on Cigarette Paper Remains Unchanged

Due to the fact that there is virtually no domestic competition in cigarette paper and that the development of cigarette paper manufacturing in this country seems utterly impracticable, an effort was made to place this item on the free list.

At the final vote in the Senate, cigarette paper was placed on the free list without a dissenting vote recorded against it. But at the conference, the House conferees prevailed and cigarette paper accordingly remains dutiable under the old rate of 60 per cent. ad valorem without change.

The Cigar Wrapper Duty

Taking advantage of the public agitation for "Farm Relief" and the unmistakable sentiment in Congress to raise duties on agricultural products, the shade growers pleading as farmers seeking "Farm Relief" demanded a prohibitive duty on Sumatra of $4.62 a pound, *i. e.*, an increase of $2.52 per pound. Later, before the Senate Finance Committee, they reduced it to an "irreducible minimum" increase of $1 per pound.

Strange as it may seem, their demand for what may be termed "a prohibitive duty" on wrappers was

(Continued on Page 18)

Classified Column

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Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
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Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HOT TIP:—45,736. For all tobacco products. May 27, 1930. Anthony Perella, Philadelphia, Pa.

KENWOOD:—45,737. For cigars only. April 23, 1930. Mi Lola Cigar Co., Milwaukee, Wis. (By consent of The Bloch Brothers Tobacco Co., Wheeling, W. Va.)

LUPE:—45,738. For all tobacco products. April 2, 1930. D. Emil Klein Co., Inc., New York, N. Y.

DOUBLE CHECK:—45,739. For chewing and smoking tobacco. June 11, 1930. S. Greenwold, Avondale, Cincinnati, Ohio.

CORDIAL:—45,740. For cigarettes. April 25, 1930. H. Hall Marshall, Jr., New York, N. Y.

HOYLAKE:—45,741. For all tobacco products. June 18, 1930. American Litho. Co., Inc., New York, N. Y.

TRANSFERS

TREATY BOND:—76,265 (U. S. Patent Office). For cigars. Registered December 28, 1909, by Chas. P. Stanley Cigar Co., St. Louis, Mo. Transferred to Ralph L. Stanley Cigar Co., and re-transferred to Marcelino Perez & Co., Tampa, Fla., May 19, 1930.

ALMENDARES:—24,612 (U. S. Tobacco Journal). For cigars. Registered September 7, 1901, by Schmidt & Co., Chicago, Ill. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the original registrants to Edwin Cigar Co., New York, N. Y., June 17, 1930.

BLENCOURT:—41,658 (T. M. A.). For all tobacco products. Registered March 16, 1920, by American Litho. Co., New York, N. Y. Transferred to D. Emil Klein Co., Inc., and re-transferred to National Cigar Stands Co., New York, N. Y., June 18, 1930.

ROLLONA:—16,969 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered January 14, 1909, by the American Litho. Co., New York, N. Y. Transferred to Rolona Cigar Co., Chicago, Ill., and re-transferred by Leo Kantrow, trustee of the Rolona Cigar Co., to Harry Weissman, Chicago, Ill., May 20, 1930.

COMMITTEE HOLDS HEARINGS ON CIGAR EMBARGO

THE CONCURRENT resolution introduced by Chairman Hawley of the House Ways and Means Committee, to restore the embargo on imported cigars and fixing the minimum quantity to be imported in a single package at 300 cigars, came up for a hearing before the Ways and Means Committee, June 18th.

Postmaster General Brown appeared before the committee and vigorously opposed the re-enactment of any embargo on Cuban cigars because Cuba, as he contended, would refuse to enter into a parcel post treaty with the United States so long as any embargo was in force on the importation of Cuban cigars.

The argument for the re-enactment of the embargo was opened by Senator Park Trummell, of Florida, who forcefully argued that the elimination of the embargo would lead to the development of a mail order business on Cuban cigars in competition with the higher priced cigars produced in Florida.

Senator Trummell was followed by Mr. Flynn, of the Cigarmakers Union, who earnestly and vigorously demanded that the importation of Cuban cigars be limited to quantities of not less than 300, as proposed by the concurrent resolution in order to protect American cigarmakers.

The final and closing argument was made by Managing Director Charles Dushkind, of the T. M. A., who pleaded for the adoption of the concurrent resolution replacing the embargo on Cuban cigars as a much needed protection for the American cigar industry.

The hearing was then closed without announcing any decision on the part of the committee.

Tobacco Merchants Association of the U. S.

THE TURKISH MARKET

The Turkish tobacco market during April, 1930, was rather quiet and transactions were held over from March. The Italian Regie closed their schedule of purchases with a new lot of about 500,000 pounds. The Czechoslovak adjudication has closed with purchases of about 3,337,000 pounds. In addition there were some 220,000 pounds of unmanipulated tobacco of various origin sold locally. Prices are stationary, although in certain localities in the interior lots remaining with growers sustained a considerable decline, as compared with prices last year, offers finding no purchases at a period when the purchaser is in critical need of funds.

NEW TARIFF LAW

(Continued from Page 17)

supported not alone by York County cigar manufacturers, but also by some large cigar manufacturers from other sections, producing largely scrap cigars.

That the cigar industry presented an overwhelming case against any additional duty is self-evident from the very fact that:

(1) The Ways and Means Committee had in the first instance rejected their demand for an increase, and only at the last moment gave them a 40-cent raise.

(2) The Senate Finance Committee firmly and unanimously reported against any increase, and

(3) The Senate on three distinct occasions refused to raise the wrapper duty by a vote of almost two to one.

Yet, the shade growers finally succeeded in getting a compromise increase of 17½ cents per pound, an amount which, though small in comparison with their demand for a $2.52 increase, or their later "irreducible minimum of $1," cannot but weigh heavily upon the nickel cigar business operated, as it necessarily must be, on a very limited margin of profit.

However, with the final wind-up of this most strenuous campaign, we want to express our sincere appreciation of the splendid co-operation extended by the trade through the eighteen long months of battling to safeguard the interests of the cigar industry.

While the 17½ cent increase is, of course, extremely disappointing, yet, in view of the general atmosphere surrounding the tariff making, the result could have been much worse had it not been for the co-operation of the countless manufacturers, jobbers, retailers, tobacco growers and tobacco dealers from all parts of the country, that has been so eagerly extended to the very end of this long and protracted struggle for the very preservation of the cigar industry.

As the action of the House as well as that of the President on the bill will of course be announced by the press throughout the country, it would appear as unnecessary for us to issue any further bulletins in that regard, unless of course there should be some unlooked for development.

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This applies particularly to cigars. The smoker insists that the natural aroma and fragrance of tobacco be retained as nearly as possible in the cigar he smokes, in order that he may enjoy the utmost pleasure and smoke-satisfaction that nature gave to the tobacco leaf.

This is possible only when the cigars are packed in wooden boxes. The wood preserves the original freshness and flavor, absorbs the excess moisture, improves the aroma and allows the cigars to mellow as they should—in the wood.

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Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
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Volume 50

THE TOBACCO WORLD

Number 14

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Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, JULY 15, 1930 — Foreign $3.50

N. C. L. T. A. TO BE REORGANIZED

THE CONSTITUTION and by-laws of the National Cigar Leaf Tobacco Association have been redrafted and approved by the directors of the association, in order to form an association which will permit of greater co-operation through the association of the cigar leaf tobacco interests and cigar manufacturers and others in allied industries.

The new constitution is substantially different from the former one, and the name of the association will be changed to "Associated Cigar Manufacturers and Leaf Tobacco Dealers."

Membership in the new association will be individual ones and every member will be entitled to one vote in the business sessions, either by being present in person or by proxy. The use of proxies was not permitted under the old constitution.

The object of the association is set forth as follows:

"The object of this association shall be: To foster and maintain closer relations among its members; to promote uniformity in the customs and usages of cigar manufacturers and the cigar leaf tobacco trade; to protect it from unjust and unlawful exactions; to inculcate principles of equity and justice therein; to facilitate the speedy adjustment of business disputes, to investigate and disseminate valuable commercial and economic information; to secure such legislation as may be beneficial and the repeal of such laws as may be unjust or inimical to the interests of the cigar and leaf tobacco trade; to take necessary steps to secure from the Commissioner of Internal Revenue proper rulings affecting the cigar and leaf tobacco trade and a reversal of such as are oppressive or injurious thereto; and generally to enact such rules and regulations as shall further the commercial interests of the trade, bring about uniformity in its conduct and to secure to its members the benefits of co-operation in their legitimate pursuits."

Cigar manufacturers, leaf tobacco dealers and affiliated industries shall be members of this association upon payment of their dues in advance of the annual meeting and shall have the right to cast one vote for each individual, copartnership or corporation at the annual meeting. Each member of whatever class shall have an equal vote.

Annual dues shall be paid to the treasurer of the association not later than the second Monday in May of each year and the dues shall be as follows:

FOR CIGAR MANUFACTURERS:

Those who manufacture over 200,000,000 cigars, $250 per annum; those who manufacture less than 200,000,000 but more than 100,000,000 cigars, $150 per annum; those who manufacture less than 100,000,000 but more than 50,000,000 cigars, $100 per annum; those

(Continued on Page 16)

BERRIMAN FACTORY BUILDING SOLD

THE FACTORY building of Berriman Brothers, in Tampa, Fla., has been sold to Wengler & Mandell, cigar manufacturers, of Chicago and Tampa.

Wengler & Mandell recently acquired the business of Sanchez & Haya in Tampa, and since that time have been contemplating larger quarters in order to take care of their increased production, and the acquisition of the Berriman Brothers building seems to have solved their difficulties.

The Berriman building is of brick and is in splendid condition. It is fifty-five feet wide with a depth of two hundred five feet, and contains a concrete basement suitable for storage.

It is understood that Berriman Brothers have acquired the factory building formerly occupied by Wengler & Mandell and will transfer their manufacturing operations to that building, so that it seems to be a satisfactory deal all around.

Wengler & Mandell report that their business has increased 40 per cent. this year, not including the acquisition of the Sanchez & Haya business.

CIGAR COMPANY FORGING AHEAD

The recently organized Tennessee Cigar Company, of Martin, Tenn., has been meeting with such gratifying success of its brands that it is expected that the working force of the factory will soon have to be enlarged.

The Tennessee Cigar Company was organized by Chester M. Cunningham, formerly of Madison, Ky., who came to Martin in 1924 as superintendent of the American Cigar Company branch factory there, which was closed last February.

Repeat orders are coming in 100 per cent. from their first placements of their brands, and every effort is being made to work up a surplus of their merchandise so that their distribution may be extended into other territories.

FINAL DIVIDEND ON A. M. F. STOCK.

Last week the board of directors of the American Machine and Foundry Company declared a final quarterly dividend on the old stock of the company of $1.75, and at the same time declared a quarterly dividend of $1.25 on the old stock of the International Cigar Machinery Company. Both dividends are payable August 1st to stockholders of record July 18th.

John H. Rice, former vice-president and director of the American Machine & Foundry Company and the International Cigar Machinery Company, a subsidiary, has resigned from both companies, and H. H. Ramsey was elected a director of both companies to succeed Mr. Rice.

CONSOL-IBM CORPORATION FORMED

FORMAL announcement was made last week of the formation of the Consol-Ibm Corporation, to acquire the business of the Consolidated Lithographing Corporation and the International Banding Machine Company.

The Consolidated Lithographing Corporation is one of the largest lithographing houses in the country, catering principally to the tobacco industry, and the International Banding Machine Company owns patents covering the placing of bands on cigars by machinery, and has its machines in many of the cigar factories of the country.

The officers of the new company are: Jacob A. Voice, president; Oscar Heyman, vice-president and treasurer, and Sidney P. Voice, secretary.

OREGON TO VOTE ON CIGARETTES

Voters of Oregon will be called upon to express themselves upon the desirability of cigarettes at the forthcoming general election next November.

The initiated measure sponsored by the Anti-Cigarette League of Oregon, Incorporated, and which would strike a death blow to cigarettes so far as this State is concerned, was assured a place on the November ballots when completed petitions containing 15,733 verified signatures were filed with the Secretary of State's office.

E. F. Atchley, of Eugene, field representative of the organization who filed the completed petitions, said additional books of signatures were yet to be checked and filed, assuring a safe margin of names over the required number for an initiated measure.

The measure would prohibit not only the manufacture and sale of cigarettes or cigarette materials but would also make it unlawful to import, purchase, possess or give away cigarettes or cigarette materials.

Violations of the law would be punishable by a fine of from $25 to $250 or a jail sentence of from thirty to ninety days or by both fine and jail sentence.

FABER, COE & GREGG DISTRIBUTORS

Faber, Coe & Gregg, Incorporated, New York City, distributors of fine imported and domestic cigars, have announced that they have been appointed exclusive wholesale agents in the States of New York (except Buffalo), Connecticut and Northeastern Pennsylvania for "La Carona," "Henry Clay," "Bock & Company," "Cabanas," "Carolina," "Vencedora," "Villar y Villar," "Manuel Garcia Alonso" and "Flor de Ynclan."

These brands comprise the finest in quality and Spanish workmanship, and it is the aim of Faber, Coe & Gregg to interest the retailer in selling the finest to his customers, and to lend every possible assistance to the dealer in the development of his imported cigar business.

WOMAN SMOKER DIES AT 96

Mrs. Eliza J. Gould, of Hillsboro, N. H., passed away at her home recently after a prolonged illness which had confined her to her bed for several years.

She was ninety-six years old and up to within a few days of her death she had smoked a clay pipe regularly. It was one of her proud boasts that she had smoked continuously for more than eighty-five years.

LEE & CADY TO DISTRIBUTE "MURIEL"

IT HAS BEEN recently announced that Lee & Cady, one of the largest cigar distributing houses in Detroit, have taken on the "Muriel" cigar, manufactured by the P. Lorillard Company, for distribution in their territory.

The acquisition of this excellent brand by Lee & Cady will no doubt prove a valuable addition to their present list of brands, as this brand is being well advertised by the P. Lorillard Company, and it is a cigar of excellent quality and the smoker is assured of getting his money's worth when purchasing this brand.

UNITED TO SELL MYSTERY BOOKS

The United Cigar Stores Company of America recently announced the formation of a new publishing house, the Mystery League, Incorporated, with which the United Company is closely affiliated, although the company does not actually own it.

The new publishing company will sell cloth-bound detective novels at the new low price of fifty cents through their cigar store chain and the affiliated Whelan and Neve drug stores.

The new company expects to bring out a novel twice a month, and each book will be sold in all of the 15,000 outlets of the chain. The new books are expected to compete with the fiction magazines such as *Adventure*, instead of with other book publishers.

This price cut in the price of popular fiction is much more drastic than the one made about a month ago by four publishers which caused eleven of the more conservative houses to state that the book industry was being ruined and American literature retarded a generation.

ADDITIONAL SHARES LISTED.

The New York Stock Exchange on July 9th admitted to listing 1441 additional shares of Dunhill International, Incorporated, common capital stock without nominal or par value, and 2163 additional shares of Park & Tilford, Incorporated, capital stock without nominal or par value.

Following the recent reorganization of the company early this year, accumulations amounting to $21 a share on the old preferred stock were cleared up.

AUSTIN NICHOLS DIVIDEND

Directors of Austin, Nichols & Company, Incorporated, have declared an initial dividend of 75 cents a share on the company's prior A stock.

For the year ended April 30 the company reports consolidated net income of $212,302, which is equivalent to $5.71 a share on the new issue of 37,021 shares of class A stock, as compared with $197,235, or $5.33 a share on the same amount of class A stock for the 1929 fiscal year.

ANOTHER FACTORY CLOSES

R. L. Soper & Company, cigar manufacturing firm of Westfield, Mass., for more than twenty years, has ceased operations.

The business was acquired from the Ried & Sons Cigar Company by Robert L. Soper, who died a few months ago, and the business was discontinued by William Soper, a nephew of the owner.

The New Model S-2 Universal "Cross Feed Type" Long-Filler Bunch Machine

Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.

WE list here a few of the important and highly efficient features of the Model S-2 Universal "Cross Feed Type" Long Filler Bunch Machine:

A—The filler is fed into the trough of the Cross Feed in a continuous stream and automatically cut to the proper length, insuring well filled out bunches throughout their entire length.

B—Automatic in its operation, it feeds, and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are the laying of the binder on the rolling table and placing the filler in the feed trough.

C—The Suction Binder Equipment assures an increased yield of binders also smoother and more perfectly rolled bunches.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Easily and quickly adjusted for any size or length of bunch or for right or left hand bunches.

G—Any shape or size bunch can be made on the same machine with slight mechanical changes.

H—Can be used on mold work or in conjunction with the Universal Model "R" and other Automatic Cigar Rolling Machines.

I—Quickly and accurately adjusted to different conditions of filler.

J—Assures uniformity of bunches at all times in both size and weight.

K—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

THIS, our latest Long Filler Bunch Machine, the Model S-2 "Cross Feed Type", has been subjected to the severest practical factory tests in the making of high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length.

The filler is fed into the "Cross Feed" trough in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

The price of the Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, is $2,325.00. F. O. B. our factory, Newark, N. J.

Rebuilding Model T "Blending Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed Type" will cost $1,000. Doing the same with Model S "Standard Type" Universal Long Filler Bunch Machines will cost $750 F. O. B. our factory, Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

PHILADELPHIA.

LOUIS KING COMPANY HAS FIRE

THE factory building of the Louis King Cigar Company, South Third Street, was visited by a disastrous fire on Tuesday night shortly after the workers had left the building.

The fire was attributed to faulty wiring, and for a time it was feared that the old historic St. Paul's Episcopal Church, which adjoins the cigar factory, would be damaged by the flames.

Firemen were hampered by the dense smoke from the tobacco and cigars in the building, but the fire was soon subdued without serious damage to the building. Many thousand cigars in the humidor, however, were ruined by water and smoke.

The Louis King Cigar Company headquarters are in Hartford, Conn., and their brand, "King Perfecto," is sold principally in the New England territory.

"PALL MALL" STILL OVERSOLD

John Wagner & Sons, Dock Street distributors, report excellent business on the many brands they distribute to the club and hotel stands here, and that business during June of this year was far ahead of the same month of last year with them.

The "Pall Mall" brand, recently placed on the market by the American Cigar Company, continues in brisk demand and they are holding a quantity of orders that cannot be delivered until they receive a shipment of this brand from the factory.

WILLIS ANDRUSS VACATIONING

Willis Andruss, sales manager of the Congress Cigar Company, is in Canada near Georgian Bay, on a three weeks' annual camping trip with a party of friends. Fishing, hunting and other summer sports are plentiful in that section of the woods. Needless to say, there will be plenty of "La Palinas" consumed during the trip.

PUSHING "RED DOT"

W. E. Park, of the Federal Cigar Company, has been in town for the past week working with the Abelson Cigar Company, on the "Red Dot" cigar. They succeeded in getting many new placements for this brand.

NEW "OPTIMO" SIZE APPEARS

YAHN & McDONNELL, local distributors of the "Optimo" brand, are showing a new size of this fine brand, which is front-marked "Jewels."

This size is individually cellophaned and packed in one-twentieth lithographed tin boxes, cedar lined.

The new size retails at three for fifty-five cents, or twenty cents each.

BOWLING LEAGUE MAKING PLANS

At a recent meeting of the Cigar Manufacturers Bowling League, held at the offices of Bayuk Cigars, Incorporated, plans for the coming season were discussed and the following officers elected for the ensuing year: E. M. Hirst, president; Lew Pollack, vice-president; H. Dimmig, secretary, and August Baker, treasurer.

The games during the coming season will be played at the Recreation Bowling Alleys, located at Tenth and Market Streets, just opposite the local offices of Otto Eisenlohr & Brothers, Incorporated.

A. N. DAVIS A PROUD DADDY

A. N. Davis, manager of the local factory of the Louis King Cigar Company, on South Third Street, is receiving the congratulations of his many friends on the arrival of a fine bouncing boy at his home recently. Both Mrs. Davis and the boy are reported as doing very well.

WOLFSON ON TOUR

Walter Wolfson, sales manager of the "Bering" factory, was a recent visitor in town.

The "Bering" brand has held up much better than many other brands during the present general business depression, and this fact is attributed to its excellent quality.

SUSS A VISITOR

Freddie Suss, of S. H. Furgatch & Company, New York, manufacturers of the "Langsdorf De Luxe" cigar, was a recent visitor in town, going the rounds of the trade and conferring with the local distributors, Yahn & McDonnell.

CAMELS
are made to smoke

FROM THE DAY the choice leaves of sun-mellowed Turkish and Domestic tobaccos are first selected for Camel Cigarettes, every step in their manufacture is headed toward just one goal—the making of a thoroughly enjoyable smoke.

Pleasure, found at its best in Camels, is the only reason for smoking. That's why Camels make no pretense of being anything but a smoke. Camel is a blend of exquisite smoothness, mild and mellow and marvelously fragrant. Have a Camel!

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

COPYRIGHT protection for industrial designs was approved by the House of Representatives July 2d and the measure now goes to the Senate, where an effort will be made to have it taken up next December.

The bill, introduced by Representative Vestal of Indiana, was passed only after a bitter fight by a number of members who asserted that the purpose of the legislation was to foster monopoly and that it would eliminate competition in the various manufacturing industries in which design plays a prominent part.

The purpose of the bill was explained by Congressman Vestal, who declared that manufacturers and designers throughout the country have been seeking a design copyright law for the past eight or ten years. The design patent law now in effect is of little value, he asserted, since it requires from two to four months to get protection. While an application is pending, he explained, manufacturers other than the originator of the design copy it and flood the market and the design is "dead" sometimes before protection is granted.

Efforts of manufacturers to protect themselves under the unfair trade law, Mr. Vestal asserted, have been unsuccessful, the court in one case holding that while there was a great injury done there was no protection under the unfair trade law and no remedy, and the only way to secure protection was to go to Congress and get a law.

Before the measure was brought up in the House it was amended to protect retailers more fully, the effect of the amendment being that before a retailer can be estopped from selling goods he must be served with a written notice from a court.

Although there was a great deal of opposition expresed during the debate, the bill was passed by a vote of 112 to 26.

Postal Rates May Be Raised

Inability of the Post Office Department to continue on a self-supporting bases with the present rates of postage is expected to be the center of a battle to be waged in Congress next session for an increase in rates.

Long convinced that present rates of postage were too low, Postmaster-General Brown in his annual report next December will recommend that the rate on first class mail be increased from two to 2½ cents per ounce. Officials of the department point out that the present letter rate has been in effect since 1885, a total of forty years, broken only by the temporary increase adopted during the war. Meanwhile the cost of handling the mails has increase materially, and it is declared that if postage rates were advanced to the general level of commodities the letter rate would be 3½ cents per ounce, while if the increase was in the same ratio as wages the rate would be seven cents.

Burdened by the cost of handling parcel post matter at rates designed for the benefit of the farmer, and the great volume of governmental franked mail, the department has found it impossible to support itself out of revenues. The deficit last year amounted to $50,000,000 and is expected to be $10,000,000 greater this year.

Treasury Department Reflects Business Conditions

The marked difference in business conditions June 30th and the same date last year is illustrated by Treasury Department figures on money circulation, just issued.

This year money in circulation, ammounting to $4,521,832,000, showing a decrease of $225,000,000 during the twelve months' period, while there was a drop of $30,000,000 during June. Per capita circulation June 30th was $37.30, compared with $37.59 May 31st, and $39.62 June 30, 1929. Figures were based on an estimated population of 121,213,000 this year.

Officials explained the drop in money circulation by the depression in business. Whereas a year ago business was booming, with tremendous demands for cash both in commerce and industry, and in the stock market, today there is an abundance of money for investment at even lower rates.

It was expected, however, that there may be some increase in money circulation due to the vacation season. Ordinarily, there is a sharp rise in circulation over the Fourth of July period, the marketing season, the Labor Day holiday, and then a gradual rise for the autumn agricultural requirements and finally a maximum year's money circulation in the Christmas holiday buying season.

Treasury Surplus Estimate in Error

An overestimate in the Treasury surplus at the close of the fiscal year of $37,000,000 is disclosed by figures just published by the Treasury Department, placing the surplus of June 30th at $184,000,000.

The original estimate of surplus made a year ago was $225,000,000, but when Congress made its reduction of one per cent. in income taxes last fall the estimate was reduced to $145,000,000. While the actual surplus at the end of the year was $39,000,000 in excess of that sum, the $184,000,000 included $76,000,000 received from foreign governments in curtailment of their debt obligations, paid in cash instead of in securities as

(Continued on page 13)

RIGHT OFF THE BAT!

When tempted to over-indulge

"Reach for a Lucky instead"

"Coming events cast their shadows before"

Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday and Thursday evening, over N. B. C. networks.

©1930 The A. T. Co. Mfrs.

"It's toasted"

Your Throat Protection—against irritation—against cough

*We do not say smoking Luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."

U. S. TOBACCO EARNINGS

COMMENTING on the current business of the United States Tobacco Company, the *Wall Street Journal* states:

"Business of United States Tobacco Company, so far this year, has been up to levels attained in corresponding period last year, when the company established record earnings. It now appears likely that net profit for the full year will not be under the $2,771,037, or $5.21 a share earned on the 457,850 common shares last year.

"While the snuff production of the country this year is showing a sharp gain over 1929 output, and is close to that of 1928, when output reached the record high point of 40,655,395 pounds, production of manufactured tobacco this year has continued its downward trend.

"U. S. Tobacco for many years was entirely a snuff manufacturer, but some time ago acquired J. G. Dill Tobacco Company, manufacturer of 'Dill's Best' smoking tobacco, and since then has extensively advertised this brand and increased its sale. The company also introduced 'Old Briar.' To date this year, sales of smoking tobaccos have kept pace with 1929 sales, as has the snuff business of the company."

With its operations holding up to the 1929 level, the company's conservative method of bookkeeping might make it possible to show a further increase in earnings for 1930, and continue the record of gains which has been unbroken since 1914. In that year net profit dropped to $1,198,923 from the $1,229,478 earned in 1913. In 1915, however, the upward trend was started with a jump to $1,271,372 and in the intervening years, the company has steadily added moderate sums to its yearly earnings, reaching the high point in 1929.

Over this period the company has accumulated a large surplus, and piled up a reserve nearly three times the fixed assets of the company other than good will. Reserve on December 31, 1929, amounted to $8,811,211, and was set up as provision for advertising, insurance, discounts, real estate, machinery, fixtures, etc. Real estate, machinery and fixtures, at that time, were valued at $3,077,556. Over the thirteen years, from 1918 to 1929, inclusive, United States Tobacco added to reserve a total of $9,745,523, or an average annual addition of $749,655.

During this period the company transferred from reserves to surplus $3,250,000, in two sums of $1,000,000 each and one of $1,250,000. These transfers from reserve to surplus therefore have averaged $250,000 annually over the past thirteen years, indicating that average earnings over the period have been at least this much in excess of the sum actually reported by the company. In the period, despite the sums transferred, reserve increased from $2,315,685 on December 31, 1917.

Investments Heavy

With its steady growth of earnings, United States Tobacco has accumulated substantial profits not immediately needed in the business, and has invested these in high grade securities in order to have the funds readily available in the event of expansion or other corporate action. Funds have been invested largely in high-grade preferred stock and some bonds, and so have not been susceptible to the wide fluctuations experienced by the greater body of common stocks in the past nine months. Security holdings at the end of 1929 were carried at $8,286,640.

United States Tobacco last year increased the dividend rate on its common shares to $4 annually from $3, and then declared a 20 per cent. stock dividend, maintaining the new dividend rate on the increased number of shares. Declaration of the stock dividend represented capitalization of the surplus, which had mounted to $7,083,104 at the close of 1928. After payment of dividends in 1929, there was a profit and loss surplus of $973,036, which would have lifted surplus to $8,056,130. After declaration of the stock dividend, however, surplus was carried at $5,240,729.

Something to See

Increase in stock last year reduced the book value per share on the basis of surplus and capital value of the common stock. The following table shows surplus and book value per share for the last eight years:

	Surplus	*Per share*
1929	$5,240,729	$44.08
1928	7,083,104	47.73
1927	5,953,739	44.77
1926	4,907,895	42.02
1925	4,044,083	39.76
1924	3,276,803	37.75
1923	2,610,746	36.01
1922	5,160,945	41.23

The reserve now amounts to $19.24 a share, although it obviously would be incorrect to add all of this to the $44.08 book value of the common stock.

In addition to the common stock which is currently selling around 63, against the year's high of 68 and the low of 60¼, United States Tobacco has outstanding 55,200 shares of 7 per cent. preferred stock. Both classes of stock are listed on the New York Stock Exchange.

PENN TOBACCO TAKES WHALEN COMPANY

THE Penn Tobacco Company, of Wilkes-Barre, Pa., last week acquired the business and equipment of R. Whalen & Company, Rochester, N. Y., the oldest tobacco manufacturing concern in that city.

Confirmation of the sale was made by Louis A. Whalen, manager of the Rochester factory. The factory building at 194 Mill Street, Rochester, was not included in the sale.

The Whalen Company was organized in 1838, but Richard Whalen was not identified with the business until 1867. Ttheir most popular brands were "Blue Bird Scrap" and "Whalen's Scrap."

Following the death of Mr. Whalen and his sons, James and Frank, the business has been carried on by Louis Whalen and his sister, Elizabeth.

TAMPA JUNE PRODUCTION DOWN

The production of cigars in Tampa during the month of June shows a decided falling off as compared with the same month of last year, and also when compared with May of this year. Total production of all classes for June, 1930, was 34,459,547, while June, 1929, figures were 43,093,040, and May, 1930, figures were 41,481,213.

Production by classes was as follows: Class A, 11,098,010; Class B, 447,180; Class C, 15,823,510; Class D, 6,958,070, and Class E, 132,777.

TOBACCO PRODUCTS DIVIDEND

The Tobacco Products Corporation has announced that a payment of twenty-five and a half cents will be made July 31st to holders of record July 16th of Tobacco Products Corporation dividend certificates series C.

A COOLER SMOKE IN A DRIER PIPE

Granger
Rough Cut

THE *same old story?*
Absolutely NOT!

Yes, sir, we know . . . many pipe tobaccos . . . many packages . . . many claims . . .

—but here's a tobacco made by a time-tried method, *cut* to smoke cool, better packaged, fairly priced—*and* vouched for by a name which has always meant "good tobacco," and always will!

Granger Rough Cut tells a *new* story to pipe-smokers—and it's certainly one worth hearing!

LIGGETT & MYERS TOBACCO CO.

SIR WALTER RALEIGH

a good pipe

a satisfied customer

and that means

steady, profitable, repeat business for you— the sound sensible way to keep the smoking tobacco end of your business on the up and up.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

JUNE FIGURES MAY BE RELEASED EARLY

ACCORDING to a bulletin released by the Tobacco Merchants Association, indications point to an increase in cigarette production for the month of June, 1930, over the same month of 1929.

The Tobacco Merchants Association also announces that due to their urgent request, it is probable that production figures for the month of June will probably be released by July 20th this year, instead of August 20th, as in former years.

Their bulletin reads as follows:

In the statement recently issued by the Treasury Department covering the revenue receipts for the fiscal year ended June 30, 1930, it is *estimated* that the receipts from tobacco taxes for this period will show an increase of about sixteen million dollars over the preceding fiscal year. Since the receipts from tobacco taxes during the first eleven months of the fiscal year were about thirteen and a half million dollars greater than in the corresponding period of the preceding year, it would seem, according to this estimate, that the receipts in June, 1930, were approximately two and a half million dollars over the receipts in June, 1929.

It is, of course, safe to assume that the Treasury Department's *estimate* is distinctly conservative and may be relied upon as nearly accurate as possible. Then too, judging from the trend of the tobacco business, as indicated by the official figures in the first five months of the year, it would seem reasonable to assume that, when the official figures are finally published, it will be found that, while cigars, tobaccos and snuff have probably all shared in the gain, the major part of the increase in revenue receipts has come from cigarettes, which are likely to show an increase of approximately 8 per cent. or about 800,000,000 for the month of June above the corresponding month in 1929.

It has always been the practice of the Internal Revenue Department to withhold the publication of the June figures of withdrawals for consumption until after the Treasury Department publishes its preliminary annual report for the fiscal year, which is usually issued about the middle of August.

However, due to the existing unusual conditions, we have submitted an urgent request that an exception be made this year, with the result that we now have reason to believe that such an exception will be made and that the withdrawal figures for the month of June will be issued sometime around the 20th of this month.

GENERAL CIGAR SALES INCREASING

THE *Wall Street Journal* in a recent article states, for the first time this year sales of General Cigar Company are running at a higher pace than in the corresponding 1929 month, and the present rate of business indicates that gross for the full month of June will likewise show a gain. June results, however, will not be sufficient to overcome the decline in earnings from 1929 recorded early this year and also in the first two months of the current quarter.

For the first quarters of 1930 net profit declined to $614,250 or $1.07 a share from the $705,369 or $1.51 a share earned in the first quarter of 1929. In the second quarter last year, however, net profit jumped to $1,115,392 or $2.52 a share on the 407,570 common shares then outstanding, to bring net profit for the first six months of the year to $1,820,761 or $4.03 a share. For the second quarter of the current year net profit probably will be moderately in excess of earnings in the first quarter, which is the normal trend of the cigar industry, but will show a substantial reduction from results of the 1929 June quarter.

While sales in the first five months of 1930 were substantially below sales in the like period of 1929, the decline was not as great as the lower profits might indicate. There is a rate of operations above which any increase yields a much larger margin of profit than is possible under it, and this accounted for the larger earnings last year.

At the start of the year, General Cigar Company found that its dealers' stocks of cigars were considerably larger than normal, as a result of lessened consumer buying, and to correct this, operations of its cigar factories were cut to two-thirds of capacity. This rate of production was less than actual shipments to dealers, so dealers' stocks were reduced steadily, and on May 1st, operations were placed on a full-time basis. May cigar sales continued below sales in May last year, but the June improvement in business lifted sales to a level higher than in June last year.

General Cigar Company has pursued a conservative policy with respect to dividend payments, distributing only $4 a share on common stock last year, although earnings were equal to $8.06 a share on the increased number of shares outstanding at the end of the year. For this reason, the quarterly dividend was more than earned in the first quarter of this year, although that quarter is always the poorest of the entire year for the cigar trade.

While full year earnings for 1930 will be below the record net of $4,295,960 or $8.06 a common share earned

(Continued on Page 14)

News from Congress

(Continued from page 8)

heretofore, which was not included in the estimates. The actual surplus from domestic transactions, accordingly was $108,000,000.

Total receipts for the year amounted to $4,178,000,000, to which expenditures of $3,994,000,000 were chargeable, compared with receipts of $4,033,000,000 and expenditures of $3,848,000,000 the previous year.

Customs and revenue receipts aggregated $3,626,000,000, an increase of $86,000,000 over the previous year, but $11,000,000 under the Treasury's estimate after allowances for the tax cut were made. Income taxes amounted to $2,411,000,000, or $80,000,000 in excess of 1929. Collections of back taxes were $6,000,000 greater than anticipated. Customs collections amounted to $587,000,000, compared with $602,000,000 in 1929.

Returns from miscellaneous internal revenue sources, based on collections for the first eleven months, and the estimates for June totaled $628,000,000, an increase of $21,000,000 over the $607,000,000 of the preceding year. Included in these collections were $450,000,000 for tobacco taxes, $77,000,000 for stamp taxes, and approximately $62,000,000 from estated taxes.

During the year the public debt was curtailed $746,000,000, and now totals $16,185,000,000, compared with $16,931,000,000 on June 30, 1929.

Settlement of Tax Cases Successful

Settlement of tax cases through the efforts of the special advisory committee of the Internal Revenue Bureau over a period of three years has proven conclusively the contention of the bureau that Federal taxation is a matter of administration, and not litigation, officials declare.

"At the close of the fiscal year ended June 30, 1926, there were pending before the board of tax appeals more than 20,000 cases," said C. T. Hoffman, of the special advisory committee.

"The number of new appeals filed was considerably in excess of the number disposed of. To meet the situation there was adopted in 1927 an aggressive settlement policy, particularly with respect to cases which appeared destined for litigation rather than settlement through administrative processes."

Mr. Hoffman pointed out that the activities of the committee in this direction have been orderly, with the settlement procedure given effect so that the result in each case disposed of by the committee "shall have been consistent with the proven facts and the law thereto applicable, with every endeavor to maintain the completed work on the highest possible standard of excellence."

According to Mr. Hoffman the results of the committee's intensive efforts in this direction are shown by the fact that the cases carried to the board of tax appeals and considered to a conclusion by the committee up to March 31, 1930, numbered 15,197 dockets. Following negotiations with the petitioners settlements were obtained by the committee in 9,242, or 60.7 per cent of these cases.

NEW CIGAR FACTORY FOR QUINCY

J. W. CORRY, who has been in Tampa, Fla., for some time, but who recently returned to Quincy, has announced his intentions of opening a cigar factory in the old McFarlin & Budd Cigar Company building, and expects to employ about sixty persons in a short time.

Confidence in Quincy as an ideal place for a factory is indicated by Mr. Corry in a statement given the press, which follows:

"A good many people in Quincy seem to have the idea that a cigar factory business in Quincy will not go. There have been several factories here, building up to considerable volume, later going down to nothing, going out of business or moving away. The fact that these businesses have apparently flourished here for a time and then encountered difficulties is not attributable to conditions here in Quincy, in my opinion. I believe that one of the big factors in these declines has been unsound credit business.

"The world is moving a great deal facter today than it did ten years ago, and I am convinced that the day of doing business on a cash basis has arrived. Ten years ago it would have been impossible to operate on a cash basis, or on a basis involving mostly cash transactions; but with the proper discount methods, a great deal of cash business can be done today, and there is no need to bother with credit."

Mr. Corry expects to manufacture four brands: "Hav-a-good," "Kanuga," "Money Order," and "El Talquin," as well as private brands for jobbers, and contracts for a large volume of this class of business are being arranged.

The "El Talquin" brand will be featured, and it will be known as "the mildest cigar in America."

In regard to this brand, Mr. Corry states: "We shall strive for two things in this cigar: First, we shall manufacture it in a manner to keep it deserving of the title of the mildest cigar in America; and, second, we shall maintain uniformity throughout, so that each "El Talquin" will be equally as mild as every other.

"We have been conducting experiments for the past six years, and we are putting all the results of these years of labor into the product. 'El Talquin' will undoubtedly win quickly and hold a large following, for it will charm the taste of a large group of smokers who are constantly seeking a mild cigar that retains the right flavor. We are particularly enthusiastic over the possibilities of this product, and shall take every precaution to insure its getting the popularity that we feel it is entitled to. For example, we will not market this brand for about sixty days; during which time we will be engaged in taking precautions against lack of uniformity, against off-flavor cigars, and when it goes on the market it will go on to continue as a uniformly desirable product in every way."

Mr. Corry is widely experienced in cigar manufacturing himself, as was his father before him, who was not only a cigar manufacturer but also a grower of the leaf tobacco, and all signs point to success for the new brands.

CHINESE ASKED TO SMOKE OWN BRANDS

The newly reorganized Chinese General Chamber of Commerce in Shanghai has issued a patriotic appeal to the people of China urging that they smoke cigarettes made in China only.

This action was taken, it was stated, to save the numerous cigarette manufacturers now on the verge of bankruptcy.

EGYPT EXPERIMENTS IN TOBACCO GROWING

DURING 1928 and 1929 the Egyptian Department of Agriculture carried out experiments in tobacco growing on Government-Experimental Farms at Gendettu in Berber Province, and at Shambat in Khartoum Province.

According to a report by Vice-Consul Joseph L. Brent, released by the Tobacco Section, Department of Commerce, four varieties of tobacco were grown in each of these stations, viz., two American—white burley and Maryland, one Turkish, and one native. The white burley was the most successful and the native variety was comparatively a failure. Due to inadequate and unsuitable facilities for drying and curing the leaves, the resultant product is reported to have lost a great deal of its value. Samples of all four varieties were forwarded to the Imperial Institute, London, for examination and report on the commercial value of the tobacco.

From the institute's report it appears that the samples had been packed when in too dry a condition with the result that the leaves had become badly broken during transit. The color was on the whole poor and variable, and the leaves were weak, a defect more particularly noticeable in the samples from Shambat which was due to excessive fermentation. The samples, apart from damage caused by unsatisfactory packing, showed defects which would render them of low value in the United Kingdom. There were (1) lack of body, (2) weakness and (3) presence of sand.

It was pointed out that the lack of body could probably be remedied by proper cultivation and that greater care in curing would yield a finished leaf of better strength and elasticity, while proper precautions would eliminate sand. The report further states that taking everything into consideration the burley and Maryland leaf may be considered as promising, that their burning properties are satisfactory and that the flavor is of fair quality and free from objectionable features. The burley leaf is said to approach the American type more than does the Maryland sample. It is said that it is probable that proper curing would improve the flavor.

Judging from ash analyses the institute reports that the soil does not appear to possess any features rendering it unsuitable for tobacco growing under proper management. The amounts of chlorides and sulphates in the ash are satisfactorily low, whilst the potash, without being high, is sufficient to produce satisfactory burning, though subsequent crops would no doubt be benefited by the application of a potash manure. Further developments in this experiment are awaited with interest.

RENEW APPEAL FOR TAX REDUCTION

Congressman Blackburn, of Kentucky, last week renewed his plea for a reduction in the internal revenue tax on cigarettes if tobacco growers in Kentucky are to receive better prices for their product.

He stated that farmers are told that the heavy tax is responsible for the fact that they are not receiving a fair price for their tobacco, and that if this burden could be lightened they would then receive better prices.

Congressman Blackburn last December introduced a bill to amend the Revenue Act of 1926 by reducing the tax on cigarettes, but claims he has been unsuccessful in repeated attempts to gain hearings for this measure before the Ways and Means Committee.

I. R. T. A. FINALLY CHOOSES NAME

AT a meeting of the board of directors of the Independent Retail Tobacconists' Association, the name of the clear Havana brand to be handled exclusively by members of the association was finally definitely chosen. The brand will be know as "Floranada," and will be manufactured by F. E. Fonseca & Company, a firm with a reputation for producing merchandise of high quality and at stabilized prices.

The contract has been signed by F. E. Fonseca & Company and the Independent Retail Tobacconists' Association after many months of negotiation. On two previous occasions brand names chosen were found to be owned by other firms, and although the brands were inactive, the association was requested not to use them and acceded to the request.

DIAMOND MATCH PLANS REORGANIZATION

W. A. Fairburn, president of the Diamond Match Company, has sent a letter to the stockholders of the company, announcing that a plan for recapitalization of the company was being considered by the board of directors and that an announcement of the plan would probably be made toward the end of the summer.

It was announced at the last annual meeting of the stockholders that such a change was being contemplated by the directors in order that it would be better able to cope with present conditions and expand its operations.

SCHULTE TO SELL BOOKS

The Schulte Cigar Stores, following the lead of other chain store organizations, are installing book departments in their stores.

Fifteen of their best locations have been picked and fiction and mystery books have been placed on sale there, with a view of determining the reaction of the customer.

If the experiment is a success, books will probably be on sale in all their stores in the near future.

GENERAL CIGAR SALES

(*Continued from Page 12*)

last year, the upward trend from the start of the year doubtless will be followed through the balance of 1930, resulting in the final quarter being the highest in profits. In 1929, earnings increased from $705,369 in the first quarter to $1,115,392 in the second quarter and to $1,144,570 in the third quarter, with the final three months contributing $1,330,629 to the year's total.

General Cigar Company has kept abreast of the changes in the cigar industry which have taken place this year. Company was one of the first of the large companies to adopt machine manufacture in cigars, and when within the past year the public demanded cellophane-wrapped cigars General quickly added this feature to its manufacture. Another factor strengthening General's position in the trade is the scarcity of good grades of tobacco for cigars manufacture. General Cigar last year bought leaf tobacco in anticipation of the present scarcity, so that now it can continue producing cigars at a profit without sacrificing quality.

In addition to the 489,084 common shares currently selling around 48, compared with the 1930 low of 45 and the high of 61, there are outstanding 50,000 shares of 7 per cent. preferred stock. Both classes of stock are listed on the New York Stock Exchange.

TOBACCO ADVERTISING INCREASING

DURING THE first six months of 1930, cigar, cigarette and tobacco advertising in the national magazines, national farm magazines and radio broadcasting amounted to $3,898,863 compared with expenditures of $3,407,176 during the same period of 1929. This increase of $491,687 represents an increase of 14.4 per cent. for the first six months of 1930 compared with the first six months of 1929, according to the Business Survey Department of Dorrance, Sullivan & Co., New York advertising agents.

The accumulative total of all cigar, cigarette and tobacco advertising for the first six months of 1930 in national magazines was $2,984,880 as against $2,710,807 for the first six months of 1929, a gain of over 10.07 per cent. The accumulative total for national farm magazines for the first six months of 1930 was $121,175 as against $151,597 for the same period of 1929, or a loss of approximately 20 per cent. The accumulative total for radio broadcast advertising for the first five months of 1930 was $792,808 as compared with $544,772 for the first five months of 1929, a gain of 45.6 per cent.

Cigar, cigarette and tobacco advertising in national magazines, national farm magazines and by radio broadcasting, during June, 1930, amounted to $718,032, as compared with $570,159 in June, 1929, a gain of 25 per cent.

In national magazines alone, twenty-five advertisers spent $514,605, a gain of $96,842 over the June, 1929, figure, which was $417,763. The average June, 1930, expenditure was $20,580 compared with $15,691 in June, 1929, or 31.2 per cent. increase per advertiser.

National farm magazine cigar, cigarette and tobacco advertising in June, 1930, was $27,600, a gain of $7665 over the June, 1929, total of $19,935, or 38.4 per cent.

Radio broadcast advertising of cigars, cigarettes and tobacco in May, 1930, amounted to $175,827, as compared with $132,461 during May, 1929, a gain of 32.7 per cent.

BURKHARDT JOINS HUMITUBE

George M. Burkhardt has been appointed representative for the Humitube Manufacturing Company, of Peoria, Ill., manufacturers of Cellophane tubes for cigars.

Mr. Burkhardt will maintain headquarters at 128 Water Street, New York City, and will visit the trade in New York and Pennsylvania in the interest of humitubes.

He has been associated with prominent leaf tobacco firms for a number of years and is well known throughout the cigar manufacturing trade in this territory.

D. D. CADY DEAD

David D. Cady, one of the founders of Lee & Cady, cigar distributors of Detroit, Mich., passed away at his home in Detroit, suddenly, on June 28th. Mr. Cady was eighty-five years old, and retired from active business several years ago.

Mr. Cady became associated with the wholesale grocery firm of E. A. Drury in 1861, and was associated with various other firms in different capacities until 1892, when he formed the firm of Lee & Cady, with Gilbert W. Lee.

He is survived by one son and two daughters.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

N. C. L. T. A. TO BE REORGANIZED

(*Continued from Page 3*)

who manufacture less than 50,000,000 but more than 25,000,000 cigars, $75 per annum; those who manufacture less than 25,000,000 but more than 10,000,000 cigars, $50 per annum, and those who manufacture less than 10,000,000 cigars, $25 per annum.

For Leaf Tobacco Dealers:

Those who do annual business of $2,000,000 or over, $250 per annum; those who do annual business of less than $2,000,000 but $1,000,000 or more, $150 per annum; those who do annual business of less than $1,000,000 but $500,000 or more, $50 per annum, and those who do less than $500,000 annually, $25 per annum.

For Affiliated Industries:

A maximum of $150 per annum and a minimum of $25 per annum.

It shall be the privilege of manufacturers, dealers and affiliated industries to elect the amount of their annual dues and the above classification is a guide to the association's expectations.

Formal ratification of the new constitution and by-laws will of course have to be made at the next annual convention, and after ratification they will supersede the old constitution and by-laws of the National Cigar Leaf Tobacco Association, and the name of the Association will also then be changed to "Associated Cigar Manufacturers and Leaf Tobacco Dealers."

The new by-laws state that "The Board of Directors shall consist of fifteen members to be appointed by the President, eight for a term of one year and seven for a term of two years. At least eight of these directors shall be cigar manufacturers."

The officers of the association shall consist of a president, vice-president, secretary, treasurer, and a board of directors, and no officer shall receive any salary or emolument for his services.

The by-laws cannot be amended except by a two-thirds vote of the members, or their proxies, at an annual meeting.

President Duys has secured the membership of a considerable number of prominent cigar manufacturers since his recent election at the annual meeting last month.

"CLICQUOT CLUB" NEW BRAND

The recently organized Clicquot Club Cigar Corporation, with headquarters at 1300 First Avenue, New York City, is launching their new cigar brand, "Clicquot Club."

This company is affiliated with Harry Blum, manufacturer of the "Natural Bloom" cigar, and the new brand will be manufactured under the personal supervision of Mr. Blum, with his son, Julius, in charge of sales and distribution.

The new brand will be Havana filled with a Sumatra wrapper, and will retail at three for twenty-five cents; fifteen cents straight, and twenty cents straight. A two for a quarter size is expected to be added later.

D. E. KLEIN COMPANY EMPLOYEES' PICNIC

The employees of the packing and shipping departments of the D. Emil Klein Company, New York, held their first annual picnic on June 28th at Bayshore, L. I.

The party left the factory via special busses and after spending an enjoyable afternoon at the beach they adjourned to Harman's, near Babylon, L. I., where they enjoyed a splendid shore dinner.

THE RALEIGH REVUE

THE RADIO PROGRAM, known as The Raleigh Revue, which is broadcast over the WEAF network each Friday night at 10 P. M., Eastern Daylight Saving Time, has been the subject of much favorable comment since its inauguration a few weeks ago by The Brown & Williamson Tobacco Corporation, manufacturers of "Raleigh" cigarettes and "Sir Walter Raleigh" smoking tobacco.

The program for July 18th is as follows:

ACT I

Trumpets: "Every Day Is Ladies' Day With Me"
The Raleigh Rovers with Orchestra—
Signature Song: "Sir Walter Raleigh"
Ensemble—Group from "Garrick Gaieties"..*Rodgers*
"Sentimental Me"
"What's the Use of Talking" (The Raleigh Rovers)
"Manhattan" (Two Pianos)
"Mountain Greenery" (The Raleigh Rovers)
Phil Ohman and Victor Arden—"Chansonette," *Friml*
Orchestra with Vocal Interlude by Soprano—
"How Am I to Know," from "Dynamite"..*King*
The Raleigh Rovers—
"Singing a Song to the Stars," from "Easy Going" .....*Meyer*
Orchestra with Piano Interludes—
"Blue Shadows" .....*Alter and Klaeges*
"Any Time's the Time to Fall in Love," from "Paramount on Parade" .....*King*
"Rain or Shine," from "Rain or Shine"....*Ager*
Orchestra with Vocal Interlude (Soprano and Tenor Duet)—
"Pagan Love Song," from "The Pagan"..*Brown*
Ensemble—"Entr'acte," from "Naughty Marietta" .....*Herbert*

ACT II

Trumpets: "Every Day Is Ladies' Day With Me"
Orchestra—"Jericho" .....*Myers*
The Raleigh Rovers—"Prelude in C Minor," *Rachmaninoff*
Orchestra and Two Pianos—
"A Little Kiss Each Morning," from "The Vagabond Lover" .....*Woods*
Orchestra—"Hindustan" .....
Tenor Solo: Lewis James with Orchestra—
"Give Me One Hour," from "The White Eagle" .....*Friml*
Orchestra—"Dancing Tambourine" .....*Polla*
The Raleigh Rovers—"Among My Souvenirs," *Nicholls*
Phil Ohman and Victor Arden—
"I'm in the Market For You," from "High Society Blues" .....*Hanley*
Ensemble—Group from "For Goodness Sake," *Gershwin and Daly*
"Someone"
"Everyday" (Vocal)
"The Whichness of the Whatness"
"French Pastry Walk" (Two Pianos)
"Oh Gee, Oh Gosh" (The Raleigh Rovers)
The Raleigh Rovers with Orchestra—
Signature Song: "Sir Walter Raleigh"
(Subject to change without notice)

THE CANADIAN TOBACCO CROP OF 1929

REVIEWING the tobacco crop of 1929, Consul Paul C. Squire advises that although the proportion has been steadily decreasing, the importance of tobacco raising in the Windsor consular district, Ontario, Canada, may be gleaned from the statement that nearly half the entire acreage devoted to tobacco in all Canada during the year was comprised in its two counties of Essex and Kent.

As made public by the Tobacco Section, Department of Commerce, the review by Consul Squire says that climatic conditions throughout the tobacco season were exceedingly unfavorable. Drought proved the worst factor, to which was added frost in September. In Essex County many acres of flue-cured tobacco in the vicinity of Leamington fared rather badly, a considerable quantity not even being harvested. Acreage in Kent County, where burley was a light crop, was greatly reduced. In brief, growers had a poor harvest estimated at 14,208,500 pounds for the two counties, with a yield ranging from but 500 to 1150 pounds per acre. The declining production of tobacco in the Windsor consular district during the past three years has been approximately 56.5 per cent. and the acreage planted shows a decrease of approximately 44 per cent. In 1927 the area was 29,800 acres and the estimated harvest was 32,631,000 pounds. In 1928 the area was 25,530 acres with an estimated harvest of 26,729,910 pounds. The 1929 figures are 16,760 acres yielding an estimated poundage of 14,208,500.

The reduction in acreage in Essex County occurred mostly in the burley type, with smaller decreases in both dark fired and air-cured types, said to be due to the very low prices prevailing for these three types during 1928. Demand for the bright flue-cured tobacco has increased with the use of cigarettes. While flue-cured production involves an outlay for flue barns and for the service of expert curers, it is said that this type of tobacco can be grown on land that generally can not be profitably utilized for other farm crops.

The year 1929 witnessed what was said to be a successful experiment in the cultivation for the first time in Canada of Turkish type of cigarette tobacco. Some ninety acres comprised the test area on the fields of half a dozen farms near Leamington under the supervision of a Greek expert from Macedonia. It is claimed that the plant which averaged four feet in height, with leaves of good size and fine texture, is equal to the Greek product in color and aroma. Furthermore, it is said that the new leaf has proven to be nearly frost-proof. It is reported that the new product is finding a ready market.

While the success achieved in the culture and marketing of the new Turkish tobacco is said to lend particular encouragement, it is maintained that Greek labor must be procured if the industry is to be established on a profitable basis in Essex County. Local growers have not proven as fast and skillful as the Greeks who from generation to generation have accumulated the secrets of curing and have acquired the knack of handling the leaf rapidly. Notwithstanding, the experiment with the new culture merits especial attention, bearing in mind the fact that Turkish leaf tobacco, said to be used for blending both American and Canadian cigarettes, is annually imported in large quantities, commanding a considerable higher price than the native grown tobaccos.

While the general price level for the 1929 tobacco crop is comparable to that for 1928, and was no higher, it is stated that prices had the highest average in three years since there was none of the disastrous two and three-cent tobacco of the previous period. Estimates made on the 1929 crop of Essex and Kent Counties by a well-known and experienced member of the trade fixes the value on a basis of 13,000,000 pounds of fair and medium tobacco at $2,775,000. An average of eighteen cents per pound is placed on 7,000,000 pounds of burley, twenty-eight cents on 3,000,000 pounds of flue-cured and twenty-two and one half cents on 3,000,000 pounds of dark fire-cured. At the close of February, 1930, about 90 per cent. of the 1929 tobacco crop was reported sold, most of it having been marketed early, in distinct contrast with the situation prevailing a year ago.

With reduction of tobacco acreage in the Windsor district exceeding 35 per cent., and production sinking to nearly one-half, 1929 may be viewed as a lean year without higher prices as a compensation. It is said some satisfaction may be derived, however, from the fact that the market was not glutted as heretofore, often with an inferior product, compelling the sale of large quantities for two or three cents per pound. It is apparent that a further elimination has taken place in the number of smaller and less experienced growers. Slightly increased acreage in tobacco is predicted for 1930.

CHARLES STEFFENS A VISITOR

Charles Steffens, territorial manager for Bayuk Cigars, Incorporated, in Illinois and Indiana, was a recent visitor at Bayuk headquarters, conferring with A. Joseph Newman, sales manager. Bayuk products are showing a wonderful demand in that territory.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MELL-O-WELL:—45,745. For cigars, cigarettes and tobacco. June 23, 1930. Thompson & Co., Inc., Tampa, Fla. .....

HIGHSCORE:—45,746. For cigars. May 19, 1930. Frank Duke Feher, Passaic, N. J.

UP-TO-MOE:—45,748. For cigars. June 25, 1930. Service Cigar Factory and Store, Philadelphia, Pa.

CHALFONTE:—45,750. For all tobacco products. July 1, 1930. Consolidated Litho. Corp., Brooklyn, N. Y.

CLOUD CLUB:—45,751. For all tobacco products. June 28, 1930. George Schlegel, Inc., New York, N. Y.

TOWN WAY:—45,752. For all tobacco products. June 28, 1930. George Schlegel, Inc., New York, N. Y.

FATHER JAHN:—45,753. For all tobacco products. May 14, 1930. A. Rapport, Cleveland, Ohio.

TRANSFERS

QUEEN OF CUBA:—45,632 (T. M. A.). For all tobacco products. Registered December 10, 1920, by the American Cigar Co., New York, N. Y. Transferred to J. N. Hirsch, Atlanta, Ga., March 12, 1930.

HIGHGATE:—21,300 (U. S. Tobacco Journal). For cigars. Registered March 29, 1899, by Theobald & Oppenheimer Co., Philadelphia, Pa. Through mesne transfers acquired by M. Sacks & Co., Inc., New York, N. Y., and re-transferred to David Jelling, Newark, N. J., June 30, 1930.

THE CHALFONTE:—24,470 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered July 23, 1901, by Theobald & Oppenheimer Co., Philadelphia, Pa. Transferred by General Cigar Co., Inc., New York, N. Y., successors to the registrants, to Consolidated Litho. Corp., Brooklyn, N. Y., May 24, 1930.

EL THACERA:—17,905 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered May 28, 1909, by J. M. Stoever, Philadelphia, Pa. Transferred by J. M. Stoever Co., Philadelphia, Pa., successor to the registrant, to Arguellas, Lopez & Bro., Inc., Tampa, Fla., May 26, 1930.

VACATIONS IN INDUSTRY

OF timely interest to personnel officers and other industrial executive is a report entitled *"Vacations for Industrial Workers,"* recently issued by the Policyholders Service Bureau of the Metropolitan Life Insurance Company. The report was prepared after a survey of the vacation plans of about twenty companies, selected as representative of the many programs in effect in the industrial world.

According to the study there is little uniformity in the provisions of the various plans as regards eligibility, although length of continuous service, as well as regularity of attendance and punctuality, are usually the determining factors as to an individual's participation.

Other sections of the publication are devoted to the amount and time of payments for vacations, and the facilities—such as company camps, saving plans, and information bureaus—which some employers find it convenient to provide for their workers. An appendix to the report provides a comprehensive digest of typical plans by giving in outline form the programs of five specially selected companies.

Interested executives may secure copies of "Vacations for Industrial Workers" by addressing the Policyholders Service Bureau, Metropolitan Life Insurance Company, New York City.

L. & M. ERECTING NEW PLANT

JAMES PRYOR, manager of the Liggett & Myers Tobacco Company interests in Lexington, Ky., has announced that work has been started on a new $100,000 storage plant, to be located on the site of the burned Great Southern Refining Company plant, with complete railroad facilities for shipping and receiving.

The tract purchased by Liggett & Myers contains six acres and faces the railroad tracks. The warehouse will be constructed of concrete and brick.

Liggett & Myers plan to use this new warehouse as a storage plant for tobacco redryed here and awaiting shipment to their factories. The new warehouse will be completed and put into use by the opening of the tobacco season this winter.

With the completion of this new warehouse, Liggett & Myers will have fifteen storage warehouses in Lexington, Ky., not including its redrying plant, located on Bolivar Street.

THE CUBAN TOBACCO CROP

Information regarding the present tobacco crop of Cuba, which was planted in the fall of 1929, is given in a report by Consul H. B. Quarton. The report which is made by producing districts and as released by the Tobacco Section, Department of Commerce, advises that in the Vuelta Abajo district the tobacco is about the same quality as that of the previous crop. Most sections experienced excessive rains, and in all probability the yield will show approximately 275,000 bales for all sections which include Lowland, Lomas and Remates, subject to confirmation after the crop is bundled.

In the Semi Vuelta district the crop should approximate the quantity produced last year. Remedios should render a greater quantity than produced in the previous year. Growing conditions in Vuelta Arriba were more favorable than in other zones, but it is far too early to make an accurate estimate of the number of bales that may be expected.

There remains unsold in the market of Vuelta Abajo and Semi Vuelta some tobacco of the 1927 crop, a larger quantity of the 1928 crop, and a considerable part of the 1929 crop. Only a very limited quantity remains from Remedios, known as Vuelta Arriba. Growers of Vuelta Abajo and Semi Vuelta received for their tobacco of the 1929 crop a far lower price than for the crops of the two previous years, but this statement does not apply to Vuelta Arriba, as it fared better in that district. There is no means of knowing at this date prices that may prevail for the 1930 crop, and the information may be changed by weather conditions experienced during the next few months. During the month of June accurate information can be presented.

The value of tobacco and tobacco products exported from Cuba during the first quarter of 1930 was $8,984,526, compared with $9,839,646 during the same quarter of 1929. Distribution during the 1930 quarter included forty-seven countries and during the 1929 quarter fifty-one countries. During both periods under review, over half of the exports were to the United States.

YAHN & McDONNELL ADDS ANOTHER

Yahn & McDonnell, cigar distributors, have taken on the management of the cigar stand in the Reading Terminal restaurant, at Twelfth and Market Streets, located on the train floor. This stand enjoys a splendid location and does an excellent business.

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AUGUST 1, 1930

VOLUME 50 No. 15

THE TOBACCO WORLD

AUTOKRAFT BOX CORP.

Its Only A Short Time Since The NEW AUTOKRAFT WOODEN CIGAR BOX Was Introduced

Some of the largest and most progressive cigar manufacturers recognizing this distinctive creation have better packed, and distributed in this preferred box over 750,000,000 cigars, because it is the most economical and practical package for cigars.

It gives maximum protection and presents the finest and most artistic package possible.

THE NEW AUTOKRAFT WOODEN CIGAR BOX
THE
BETTER CIGAR BOX
Manufactured and Distributed by the
AUTOKRAFT BOX CORPORATION
Phila., Pa. Hanover, Pa. Cincinnati, Ohio. Kansas City, Mo.
LIMA, OHIO YORK, PA.
St. Louis, Mo. Chicago, Ill. Detroit, Mich. Hopkinsville, Ky.

AUTOKRAFT AUTOKRAFT

A NATIONWIDE SERVICE

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Cigars and Cigar Boxes Are Affinities

Both products are of the vegetable kingdom. The porosity of wooden cigar boxes, with their delightful, spicy, aromatic flavor, brings out in cigars all of the fragrance and goodness placed there by Mother Nature.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50 — Number 15

THE TOBACCO WORLD

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, AUGUST 1, 1930 — Foreign $3.50

$858,000 SUIT AGAINST CONSOLIDATED LITHOGRAPHING

THE Consolidated Lithographing Corporation, the International Banding Machine Company, Incorporated, and eight individuals are named in a suit filed July 22d in the United States District Court for the Southern District of New York, by Attorney Henry Ward Beer in behalf of Harry Prochaska, Incorporated, and George Schlegel, Incorporated, both of New York City.

The Prochaska Company is asking $258,000 damages and Schlegel asks $600,000 in addition to fees of attorneys.

Judgment is also asked against the individual officers of the two companies, who are: Jacob A. Voice, Oscar Heyman, Henry Steiner and Joseph Kopperl, of the Consolidated Lithographing Corporation, and Isaac Steiner, of the International Banding Company; Henry Steiner, Louis Greenebaum and the County Trust Company, of New York, administrators of the estate of the late Isadore Steiner.

According to the complaints filed, the two defendants agreed that only cigar manufacturers using cigar bands supplied by the Consolidated Lithographing Corporation could lease banding machines from the International Banding Machine Company, the latter having exclusive patents on such machinery, the plaintiffs contend.

The plaintiffs also allege that the Consolidated Lithographing Corporation has made several attempts to cancel leases on the banding machines when the lessees of the machines did not purchase bands from the Consolidated Lithographing Corporation. The attorney for the plaintiffs charges that the agreement between the defendants is a violation of the Sherman and Clayton Anti-Trust Acts.

The complaints further state that the Consolidated Lithographing Corporation was formed in 1925 by the combination of William Steiner Sons & Company, lithographers, and the Pasbach-Voice Lithographing Company, both of New York City. The Steiner Company already had secured the right to lease to cigar manufacturers throughout the United States the banding machines made by the International Company. The latter company was controlled through stock ownership and directorate by the same persons who controlled the Steiner Company.

This combination was an attempt to eliminate competition and monopolize lithographic business in interstate commerce, since the Steiner and Pasbach-Voice companies were two of the largest cigar lithographing firms in the United States, the complaints charge. According to the agreement made by the consolidating companies, the Consolidated obtained the Steiner Company's sole right to lease the banding machines made by the International Company.

(*Continued on page 15*)

AMERICAN NAMES DISTRIBUTORS

THE American Cigar Company has announced the names of thirty-three wholesale houses who will have exclusive distribution of their Henry Clay and Bock & Company, imported brands in their respective territories.

This re-arrangement of distributors will not affect the direct sale of brands by Henry Clay and Bock & Company, to prominent retailers, it was announced by A. H. Gregg, head of the cigar department.

The brands included are: "La Carona," "Henry Clay," "Bock y Co.," "Cabanas," "Carolina," "Venecedora," "Villar y Villar," "Manuel Garcia Alonso" and "Flor de Yncian."

The distribution privilege for Pennsylvania, except Allegheny and adjoining counties, and Northeastern Pennsylvania, will be held jointly by John Wagner & Sons, of 233 Dock Street, and Yahn & McDonnell, of 617 Chestnut Street. They will also have the distribution of these brands in New Jersey, south of Trenton, and the entire State of Delaware.

Other distributors named are as follows:

Alabama—R. D. Burnett Cigar Company, 2208 First Avenue, N., Birmingham; controls entire State of Alabama.

California—Glaser Brothers-Judell Company, 475 Fourth Street, San Francisco; controls that part of California north of a lin edrawn east and west just south of the city of Bakersfield and including that city; branch house at 160 North Seventeenth Street, Portland, Ore., controlling the entire State of Oregon. Haas, Baruch & Company, Second and Alameda Streets, Los Angeles; controls the southern area of California from the southern boundary of Glaser Brothers-Judell Company's territory.

Colorado—Rothenberg & Schloss Cigar Company, 1426 Welton Street, Denver; controls entire State of Colorado.

District of Columbia—Capital Cigar & Tobacco Company, Incorporated, 602 Pennsylvania Avenue, N. W., Washington. Washington Tobacco Company, 917 E Street, N. W., Washington. Joint control of District of Columbia and that section of Maryland immediately adjacent thereto.

Florida—Eli Witt Cigar & Tobacco Company, 73 N. W. Eighth Street, Miami; Eli Witt Cigar Company, Tampa; controls entire State of Florida.

Georgia—Capital City Tobacco Company, 176 Marietta Street, Atlanta; controls entire State of Georgia, except the city of Savannah.

Illinois—Faber, Coe & Gregg, Incorporated, 11 East Harrison Street, Chicago; General Cigar Company, 741 West Jackson Boulevard, Chicago; joint control northern Illinois and States of Wisconsin and Minnesota; the southern boundary of the Illinois territory will be later defined.

(*Continued on Page 16*)

UNIVERSAL ADDS ROLLING MACHINE TO LIST OF LABOR-SAVING MACHINERY

THE introduction of automatic and semi-automatic machinery into the cigar manufacturing industry, one of the last of the great industries of this country to adopt it, has been a long struggle. Minor facilitating devices have been available for many years, but it has been the Universal Tobacco Machine Company which first instituted a persistent advertising program on its mechanical devices which in the past fifteen years have contributed so much to the efficient and economical production of cigars.

Many meritorious products of a mechanical nature have been developed and sold to the great benefit of the cigar manufacturing industry, but the Universal Tobacco Machine Company in its advertising over a period of more than fourteen years has contributed to a very large degree to the awakening of the interest of cigar manufacturers in mechanical production.

The Universal Tobacco Machine Company did not stop its research and experiments with its early types of stemming and booking machines, but over a period of more than a decade and a half have been constantly offering to the trade improved equipment and new devices.

Now this company announces the Model R Universal Automatic Cigar Rolling Machine, simple in operation and sturdy in construction. It is designed to be hooked up with any of the four Universal Bunch-Making Machines, Models L, S, S-2 or T.

All the parts of the new rolling machine are completely accessible, and every operation of the machine can be seen by its operator. It is timed to make ten cigars a minute.

This machine is sold outright without any entanglements in the nature of royalties or leases.

This machine is priced at $7500 with convenient time payments available to purchasers in the United States and Canada.

An item of some importance to every one interested in economy in manufacturing costs is the statement that the Model R Universal Automatic Cigar Rolling Machine shows a saving of $1 and upwards per thousand cigars below that of costs heretofore obtainable in automatic cigar making machines.

Practical cigar manufacturers have given this machine a thorough trial and only after their enthusiastic approval is it now being offered to the industry. Orders for delivery for the balance of 1930 and 1931 should be placed immediately in order to secure prompt delivery.

Further information may be had by addressing the Universal Tobacco Machine Company, 40 East Thirty-fourth Street, New York City.

AMERICAN TOBACCO PLAN APPROVED

It was announced on Tuesday that stockholders of the American Tobacco Company had approved the two for one split-up of common and common B stock.

Stockholders also ratified a plan of issuance and sale of common B stock to employees and officers and voted to increase the voting power of the preferred stock to four votes a share from two, to preserve the relative voting power of the preferred stock.

TOM ALLELY SELLING PALE DRY

NOBODY sees very much of Tom Allely these hot days as he is busy satisfying the demand of his many customers for that good Porto Rico Pale Dry ginger ale which his company is turning out by the carload.

Everybody remembers Tom as the district representative for the Union Tobacco Company, but since their withdrawal from the field of cigarette manufacturing, Tom has become sales manager of the Porto Rico Pale Dry Company.

Tom is a good salesman and mighty well liked, so it is no wonder that the sales of Porto Rico Pale Dry leaped several hundred per cent. just as soon as he began to put his shoulder behind it.

The Porto Rico Pale Dry is a mighty fine product and Tom has been instrumental in placing it in some mighty fine locations.

A. C. ROY VISITS BAYUK FACTORY

A. C. Roy, New England territorial representative for Bayuk Cigars, Incorporated, was a recent visitor at headquarters here, conferring with Sales Manager A. Joseph Newman, and planning for increased sales of Bayuk products in his territory. He reported a highly gratifying demand for Bayuk cigars in the New England States.

Walter C. Knack, of Dixon, Ill., has been appointed Bayuk distributor for his territory, and Bayuk brands are forging ahead under his leadership.

"WILLIAM PENN" IN CELLOPHANE

The "William Penn" five-cent cigar has made its appearance in Philadelphia in its new cellophane wrapping, thus completing the cellophaning of the entire list of brands of The General Cigar Company. C. A. Harrison, manager of the local distributing branch of the General Cigar Company reports an increased demand for "William Penn" since its appearance in cellophane.

"LUCKY STRIKES" GAIN 572,000,000

According to an announcement made last week, sales of "Lucky" Strike" cigarettes, manufactured by the American Tobacco Company, increased 572,904,000 in June over the same month of the previous year. For the first six months of this year the sales of "Lucky Strike" cigarettes increased 2,956,904,000 over the same period of 1929.

RITTER CIGAR BOX COMPANY INCORPORATES

Announcement has been made of the incorporation of the Ritter Cigar Box Company, of 515 Leib Street, Detroit, Michigan, with authorized capital stock of $100,000, and $50,000 subscribed and paid in. The company is operated by Henry G. Ritter and his son, Dan, both of whom are well known and well liked among the cigar manufacturers of that city.

D. EMIL KLEIN DIVIDEND

Directors of the D. Emil Klein Company have declared a regular quarterly dividend of twenty-five cents a share on the common stock of the company payable October 1 to holders of record September 20. They have also declared a preferred dividend of $1.75 a share payable August 1st to stockholders of record July 19th.

LUCKY STRIKE
"IT'S TOASTED"
* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

20,679* Physicians say "LUCKIES are less irritating"

"It's toasted"

Your Throat Protection—against irritation—against cough.

©1930, The American Tobacco Co., Mfrs.

PHILADELPHIA.

FRANK LLANO A WAGNER VISITOR

FRANK LLANO, special representative of the American Cigar Company for their Havana tobacco brands, was a visitor at the offices of John Wagner & Sons, 233 Dock Street, and found his brands enjoying a splendid business in this territory.

Messrs. John and Joe Wagner are seeking relief from the terrific heat by enjoying the trout fishing at their club grounds at Bartonsville, Pa., where the club has its own private trout stream.

The new size of "Romeo y Julieta," capitolios, is going very well. This new size is packed in one-tenth cedar boxes and each box contains twenty-five packages of four each in a pasteboard pack, and retails at $1 a package. It is an excellent smoke and is meeting with a heavy demand.

The new "Pall Mall" brand, "Carl Upmann" and "Don Sebastian" are enjoying a wonderful demand. In fact, Mr. White, manager, stated that they had absolutely no complaint to make as to the demand on any of their many brands.

It is quite refreshing, under present business conditions, to meet someone who has no complaint to make, and the hustle and bustle in the Wagner establishment leaves no room for doubt but that they are enjoying a wonderful business, and since they handle only quality merchandise, it is not surprising that this should be the case.

MOTHER OF FRED BROWN DIES

The many friends of Fred Brown, manager of the Bayuk Cigars, Incorporated, New York branch, were deeply grieved to learn of the death of his mother, in Germantown, Pa., on Sunday, June 13th.

Funeral services were held on Wednesday from her late residence, 5372 Chew Street, Germantown, Pa.

The TOBACCO WORLD joins Mr. Brown's many friends in extending to him sincere sympathy in this sad bereavement.

NINETY YEARS AGO

The *Philadelphia Public Ledger*, under the heading "Ninety Years Ago Today," last week stated that "Some three of the soaplock fraternity (bewhiskered young gentlemen) amused themselves by smoking in Independence Square," in violation of the ordinance in such cases made and provided.

BAYUK CIGARS EMPLOYEES PICNIC

THE Sunshine Club, an organization composed of Bayuk Cigars, Incorporated, employees, held its first annual outing at Woodside Park, on Saturday afternoon and evening, and a most enjoyable time was had by all.

Swimming races in Crystal Pool, games on the athletic field and dancing contests in the ballroom were enjoyed by the more than two thousand workers and their families and friends.

H. P. Wurman, vice-president and general production manager, of Bayuk Cigars, Incorporated, was referee in the running competitions, and Sven Johansen, president of the Sunshine Club, gave out the prizes.

L. Flanders was chairman of the general committee in charge of arrangements, assisted by Lambert Van Erden, secretary, and P. L. Barnhart, treasurer of the club.

HOLT CIGAR BUSINESS GOOD

N. W. Meade, of the Holt Cigar Stores was a recent visitor at the offices of The TOBACCO WORLD and reports excellent business at Mr. Holt's two stores for the first six months of this year.

Mr. Meade is one of the best known men to the tobacco trade in this city, and although at the present time he is suffering from cataracts on both his eyes, he is anticipating almost complete recovery of his sight by September.

Mr. Meade related many interesting reminiscences of happenings in the retail trade in Philadelphia in by-gone days, and is optimistic as to the future of the cigar and tobacco business.

The Holt store at Fourth and Chestnut Streets, was visited by burglars last week and a window was broken and 150 cigars stolen. However, George Moore, manager of the store, reports business there far in advance of business for the same period of last year.

CONGRESS CIGAR EARNINGS

The Congress Cigar Company report snet profit for the quarter ending June 30, 1930 of $389,601, equal to $1.11 a share, as compared with a net of $818,414, or $2.34 a share in the same quarter of last year.

Net earnings for the first six months of 1930 was reported as $656,889, or $1.87 a share as compared with $1,274,707, or $3.64 a share in the same period of 1929.

Right down my alley

PRINCE ALBERT speaks my language like a native. The day I first lamped the tidy red tin, I somehow felt we were going to go places and do things together. Fragrant . . . friendly . . . know what I mean? You open the tin and close your eyes and revel in that wonderful aroma.

Then, with your smoke-hunger tugging at the bit, you load-up and light-up. Now you're getting it . . . that P. A. taste. Cool as the sign "Standing Room Only." Sweet as reserved seats bought in advance. Mellow, mild, long-burning, right to the bottom of the bowl.

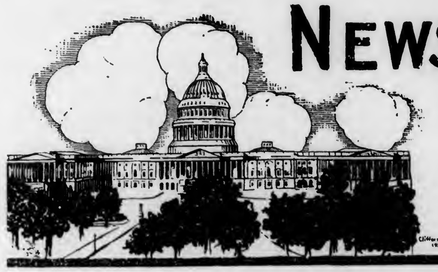
Pack it in your pipe or roll it in the makin's papers—it's one and the same to this double-barreled joy-smoke. There's no deep, dark secret about it . . . Prince Albert is *better tobacco*. It won't bite your tongue and it won't tire your taste. Why don't you try P. A.?

Every tin contains TWO *full ounces of What Every Pipe Should Know*

PRINCE ALBERT

—the national joy-smoke!

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

RE-ESTABLISHMENT of parcel post exchange between the United States and Cuba will become effective September 1st, under an agreement signed July 24th, Postmaster General Brown has announced.

The negotiations between the two governments were the result of a provision in the Hawley-Smoot tariff law removing the limitation prohibiting the importation of cigars in lots of less than 3000. The Postmaster General represented the United States and Senor Jose A. Montalvo, subdirector of the Cuban Post Office Department, was delegated by his government to negotiate the convention.

Since March 1, 1928, there has been no parcel post exchange between the United States and Cuba, she being the only Latin American country with which this country had no parcel post agreement. In 1926 parcel post trade from the United States to Cuba amounted to more than $1,000,000, while that from Cuba to this country was only $100,000. The lack of a parcel post agreement, therefore, worked a considerable hardship on American interests, the Postmaster General said.

Investigation of Self-extinguishing Cigarette Asked

Investigation by the Bureau of Standards into the problem of producing a self-extinguishing cigarette and match as a means of reducing fires from those sources has been asked by Representative Edith Nourse Rogers of Massachusetts. If the investigation by the bureau shows that a self-extinguishing cigarette can be produced without injury to the taste or other qualities, legislation may be sought to require all manufacturers to produce a product that will be self-extinguishing.

Cigarettes are held by the forest service of the Department of Agriculture to be the largest potential source of forest fires and efforts are being made to eliminate this menace. An effort was made about a year ago to have cigarette companies cooperate to reduce the hazard, but according to officials of the forest service was unsatisfactory, and the plan was dropped. It is pointed out that several problems are involved in the difficulties of producing a self-extinguishing cigarette, and several plans have been suggested, one of which was to equip cigarettes with a tip which would cause the cigarette to be extinguished, while another suggestion was the impregnation of tobacco in the stub with a liquid which would prevent it from burning, but this involved the production of a liquid which would not affect the tobacco.

Department of Justice May Supervise Trade Associations More Closely

Fears that the Department of Justice is about to declare an "open session" on trade associations are being expressed as a result of the recent consent decree filed in the suit against the wool institute, a trade association of the woolen industry.

The decree covers points which heretofore have not been touched upon by the Government, and if similar investigations are made of other trade organizations it is believed that many of the practices which the associations feel are within the law and in step with the spirit of cooperation in business will be declared illegitimate.

The outstanding feature of the wool institute decree is the outlawing of uniform opening dates. This practice, followed in a large number of industries, contemplated the showing by all concerns of styles and patterns for the coming season at the same time. The Government did not charge that this practice was illegitimate, but contended that the uniform opening date made competition more difficult and the industry was asked to consent to its discontinuance.

Trade association executives, according to information reaching Washington, anticipate a stricter interpretation of the law by the Government for the near future. Among the practices which it is expected the department will study are the encouragement of curtailment of production, agreements on discount terms which influence prices and similar activities involving a general agreement among members of an industry.

The tendency toward more rigorous enforcement of the antitrust statutes, according to some observers, is merely a phenomenon of depression. Always in times of poor business, it is pointed out, competition increases in intensity and more complaints are filed with the Department of Justice than in normal times. Hard times and the closing of factories brought about the Roosevelt "trust-busting" campaign, the depression of 1914 resulted in the passage of the Clayton Act, and many business men believe that the cycle has again reached a point where monopoly suppression will again come to the fore.

Cigarettes Make New Record

A new high record of cigarette consumption during the fiscal year ended June 30th, last, is indicated by figures just compiled by the Bureau of Internal Revenue, showing 119,935,433,264 cigarettes withdrawn from bond during the year, compared with 113,978,898,493 withdrawn during the fiscal year ended June 30, 1929.

Cigar consumption, however, declined, it is indicated by the figures which show withdrawals during the fiscal year of 6,328,645,852, compared with 7,106,882,321 during the previous fiscal year.

FREE—
Labor Day Display Sales Card
SEND FOR IT

Phil M. Phulofax, * D. B. I.
(the retailer's friend)
says:

© B.C., Inc., 1930
Reg. U.S. Pat. Off.

"Get this business getter and get yourself a lotta extra business over Labor Day"

"REMEMBER the poster I mentioned in one of my talks in this publication in May . . . the one I had made up for you retailers to help swell your sales for Father's Day? And the display sales card I sent out for use over the July Fourth holiday? Golly, what a scramble there was for these Busy Box-business Boosters! I had no idea so many people read my stuff. And the little chirps of cheer that came in with many of the requests sure philled ol' Phulofax fullo joy! Listen to these samples:

"'Will greatly appreciate one of your Father's Day posters. You are to be commended for your constructive work along this line.'

"'I've been reading your talks and enjoying them very much. Think you are doing good work—not only for your own brands but for all brands of cigars. And when you do that you help the retailer. Thank you for the poster. Keep up the good work.'

"'Keep up the good work'—that's just what I'm going to do. Every holiday, of course, offers opportunity for a banner box-sales business. Labor Day should be one of your biggest. It represents three continuous workless days for most men—Saturday, Sunday and Monday. I've got a catchy display sales card all ready for you for the occasion. It's illustrated above (no Bayuk advertising on the display side). It's 12 by 14 inches and printed in eye-catching red and blue on staunch cardboard. Just the thing to remind your customers to load up with a box of cigars for the holiday! Display the card prominently—on your counter—or window—or attached to your cash register—during the week preceding Labor Day. I'm telling you, it works!

"Now, I know you want all the increased Labor Day business that's possible. To get it you've got to go after it. The time to start is immediately. The first thing is to make sure you get one of the Labor Day display sales cards. Naturally, I can't send it unless I know who and where you are. So right now grab a penny postal card, address it and mail it to me. Just say 'Send Labor Day Card.' I'll understand. Requests must be in by August 15th . . . get busy NOW."

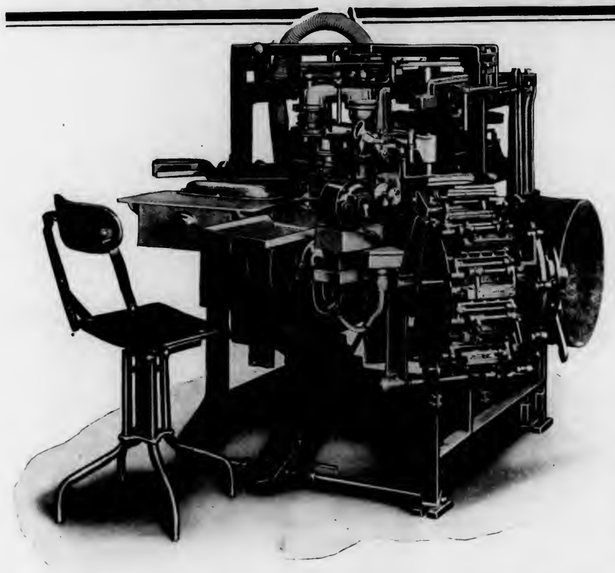
"P. S.—You certainly won't sell any less cigars by displaying this card—the odds are all in your favor. Get it!"

Address:
Phil M. Phulofax *
D. B. I.
c/o Bayuk Cigars, Inc., Philadelphia, Pa.

**Associated with* BAYUK CIGARS, INC., *Philadelphia*
Makers of fine cigars since 1897

BAYUK BRANDS BUILD BUSINESS
BAYUK PHILADELPHIA CIGAR
BAYUK HAVANA RIBBON
CHARLES THOMSON
MAPACUBA
BAYUK TRADITION

UNIVERSAL



The Model R Universal Automatic Cigar Rolling Machine

Designed to Work in Combination with Universal Bunch Making Machines Models L, S, S-2 and T as shown and briefly described on the facing page.

After our long and continued success in the development of cigar-making machinery, starting with the Model M Universal Tobacco Stripping and Booking Machine, down to our latest type Model S-2 Universal "Cross-Feed Type" Long Filler Bunch-Making Machine, it was the next logical step that we should develop a machine that would complete the process and deliver the finished Machine-Made Cigar.

Before designing the Model R Universal Automatic Cigar Rolling Machine a thorough investigation was made with a view to avoiding or correcting the faults and handicaps existing in similar machinery. The result is a compact machine, simple in operation, sturdy in construction, with a minimum number of parts.

This machine has been subjected to a series of severe tests in factories making cigars of varying shapes and sizes, from all kinds and grades of tobacco, with the result that it is now being offered to cigar manufacturers supported by the enthusiastic approval of those practical cigar men who have given the machine a trial in their factories.

The Model R Universal Automatic Cigar Rolling Machine is designed to be hooked up with any of the four Universal Bunch-Making Machines, Models L, S, S-2, or T. Illustrations and brief descriptions of these Bunch Machines are shown on the facing page.

Complete visibility is one of the commendable factors of this machine. The bunches are always examined before they are wrapped on the Model R, and the cigars are always visible in the making. All the parts are readily accessible and every operation of the machine can be easily seen by its operator.

This machine is timed to make 10 cigars a minute. It requires but one unskilled operator to effect a saving of $1.00 and upwards a thousand under the lowest cost hitherto obtainable in Automatic Cigar Making Machines.

Carrying out our customary policy, this machine, as well as all other Universal Machines, are sold outright, relieving the cigar manufacturer of all unnecessary royalty or leasing entanglements. To insure deliveries of these machines during the balance of 1930 and the year 1931, orders should be placed immediately for delivery, as far in advance as possible.

The price of the Model R Universal Automatic Cigar Rolling Machine, Equipped with Posture Chair, Drive Equipment and ¼ H. P. Motor is

$7,500

Suction Fan and Piping Equipment Extra. Write for Illustrated and Descriptive Price Folder and Complete Model R Information.

Convenient Time Payments in United States and Canada.
Prices, F. O. B. Our Plant, Newark, N. J., U. S. A.

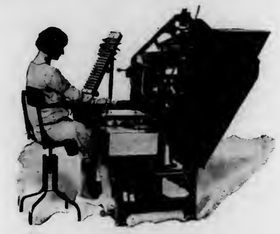
UNIVERSAL·TOBACCO MACHINE CO.

MACHINES

MODEL L Universal Scrap Bunch Machine (Positive Plunger Type) Posture Chair, Individual Drive and 1/6 H. P. Motor.

For working scrap tobacco (large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap) this machine offers many important and profit-making advantages.

The operation of the Positive Plunger is quiet and positive. It deposits the filler to the full depth of the apron pocket, thus producing well-conditioned, clean bunches, free from scrap in the binder lap. This Plunger is definitely controlled at all times and cannot stick. It eliminates, to a large extent, the wear on the rolling apron thus insuring longer service and a lower upkeep cost ---------- **$1000.00**



MODEL S Universal Long Filler Bunch Machine (Standard Type) Two Posture Chairs, Individual Drive and 1/6 H. P. Motor.

Two operators on this machine will produce from 450 to 500 uniform, spongy, free-smoking bunches an hour, equal to hand work in every respect. Good-conditioned bunches are assured by "laying-up" the filler mechanically in exactly the same way as this is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

This machine will handle filler blended by hand or bin-mixed. It can be used on mold work or in conjunction with the Model R Universal and other Automatic Cigar Rolling Machines. ---------- **$1750.00**

MODEL T Universal Long Filler Bunch Machine (Blending Type) Two Posture Chairs, Individual Drive and ¼ H. P. Motor.

This machine blends and bunches two or more separate kinds of long filler tobacco with utmost speed and efficiency, and at a minimum of cost. With two operators it produces 450 to 500 uniform, well-conditioned, spongy, free-smoking, blended bunches an hour, the equal of hand work in every respect.

This machine, as well as the Models S and S-2, are built with the Alemite-Zerk "pressure" system of lubrication, which means less wear and longer life of all bearings and moving parts, also quicker and easier oiling. All four of the machines shown on this page are built with a special type of friction clutch, which makes the machine run smoothly and reduces its upkeep cost; also an Emergency Stop which permits the instantaneous stopping of the machine at any point in its operation. ---------- **$2000.00**

MODEL S-2 Universal Long Filler Bunch Machine "Cross-Feed Type" Two Posture Chairs, Individual Drive and ¼ H. P. Motor.

The filler is fed into the "Cross-Feed" trough of the machine in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and Domestic fillers.

The Model S-2 Machine is entirely automatic in action. It feeds and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are placing the filler in the "Cross-Feed" trough and laying the binder on the table. No "shorts" are produced by this machine that would ordinarily have to be worked up in the bunch. ---------- **$2200.00**

Each of the above four Bunch Machines should be equipped with Suction Equipment, consisting of a Suction Binder Table, $50.00 extra (when ordered with machine) and an Individual, Direct-Connected, Motor-Driven Suction Fan, $75.00 extra.

Convenient Time Payments in United States and Canada.
Prices, F. O. B. Our Plant, Newark, N. J., U. S. A.

40 EAST 34TH STREET, NEW YORK

CIGARETTES, SNUFF, GAIN FOR FISCAL YEAR

COMPILATION of cigar withdrawals released by the Tobacco Merchants Association shows a total loss, by all classes, of 220,030,785 cigars for the fiscal year July 1, 1929 to June 30, 1930, while cigarettes, for the same period, show a gain of approximately 6,000,000,000.

This loss in cigar withdrawals more than offsets the gain of 98,000,000 shown by cigars in the calendar year of 1929, and it is hardly possible that sufficient gain can be made by the cigar industry in the remaining six months of the 1930 calendar year to offset the loss made in the first six months of this year.

Right now would seem to be a splendid time to start that much heralded co-operative movement of cigar manufacturers to increase cigar consumption.

The figures by classes are as follows:

	Fiscal Year Ending June 30, 1929	*Fiscal Year Ending June 30, 1930*
Cigars:		
Class A—U. S...	3,454,561,630	3,603,874,685
P. R...	119,967,265	122,502,690
P. I...	172,096,225	152,762,210
Total..	3,746,625,120	3,879,139,585
Class B—U. S...	629,875,120	490,005,623
P. R...	7,020,050	3,875,780
P. I...	2,900,050	2,223,909
Total..	639,795,220	496,105,312
Class C—U. S...	2,287,862,576	2,073,175,176
P. R...	20,221,512	14,223,164
P. I...	1,202,308	770,102
Total..	2,309,286,396	2,088,168,442
Class D—U. S...	147,600,791	136,406,185
P. R...	25,200	48,700
P. I...	9,147	9,036
Total..	147,635,138	136,463,921
Class E—U. S...	28,776,520	25,184,183
P. R...	20,000	33,400
P. I...	12,854	39,286
Total..	28,809,374	25,256,869
Total All Classes:		
U. S...	6,548,676,637	6,328,645,852
P. R...	147,254,027	140,683,734
P. I...	176,220,584	155,804,543
Grand Total..	6,872,151,248	6,625,134,129
Cigarettes:		
U. S...	113,978,898,493	119,935,433,264
P. R...	1,645,780	2,913,020
P. I...	4,451,253	2,996,570
Total..	113,984,995,526	119,941,342,854
Snuff (lbs.):		
All U. S.	39,593,939	40,645,689
Manufactured (lbs.):		
Tobacco U. S.	339,749,799	335,100,599
P. I...	1,024	2,212
Total..	339,750,823	335,102,811

BAYUK'S GIVE TIP ON BOX SALES

"MORE Box Sales Right Through the Summer" is the slogan now tacked up in the office at Bayuk Cigars, Incorporated, where Phil M. Phulofax, D. B. I., business philosopher and specialist in cigar retailing, writes the advertising sales tips to dealers now appearing in the advertising pages of this publication.

Keen & Alert, a new firm of retailers out in Anytown, have hit on a real sales idea right in this direction, in the opinion of Mr. Phulofax, who thinks the idea is so good it ought to be passed on to the trade. When Keen & Alert open a box to show a customer that the cigars are in A-1 shape, they slip in a postcard addressed to themselves.

The card tells the customer that if he'll fill it and mail it when he has only four or five days' supply left, a new box will be sailed C. O. D., by parcel post, saving him a trip to the store, carrying the box home, or perhaps forgetting all about it and running out of cigars some evening when he's settled comfortably in his chair and it's raining cats and dogs outside.

Keen & Alert have only been trying out the scheme a couple of months, according to Mr. Phulofax; but, he says, they write him that cards arrive in practically every day's mail and a good half of them are from men who weren't regular customers. "It's ideas like that," Mr. Phulofax adds, "that spell the difference between a business that just keeps you alive, and one that means every new year is the start of a more profitable twelve months than the last."

"FASTROP" A FAST SELLER

Yahn & McDonnell, well-known distributors of tobacco products, and operators of a big chain of high grade retail stands, have recently taken on the new razor blade sharpener, known as the "Fastrop," and have succeeded in selling an enormous quantity of this handy little sharpener.

This sharpener operates on the same principle as several other patented sharpeners, and does the work equally well. However, it is much smaller in size, and smaller in price, retailing at $1.

Yahn & McDonnell have also taken on the "Cig-Kit," consisting of a package of cigarettes, a pad of matches, a few golf tees, score card and pencil, all encased in a neat little leather case, and is proving a ready seller among golf fans.

The cigar business, which is after all their main business, continues to forge steadily ahead with "Blackstone" and "Optimo" well in the lead among the many brands they handle.

"Flor de Cuba," "Antonio y Cleopatra," "Medalist," "Corona," and "La Primadora" are also enjoying a steady demand.

BAYUK CIGARS EARNINGS

Bayuk Cigars, Incorporated, reports surplus for the three months ended June 30, 1930, of $93,378 after all charges and dividends on the preferred stock, equal to $1.01 a share on the 92,551 shares of no par common stock outstanding.

In the corresponding period of 1929 the surplus was $346,032. For the six months ended June 30, 1930 the surplus was $164,468, or equivalent to $1.74 per share on the outstanding stock, compared with $404,370, or $4.08 a share in the corresponding period of 1929.

CONSUMERS BENEFIT ON "MURIEL" CIGARS

AN excellent example of what modern production methods can do, is evidenced in the recent change in the price of "Muriel" cigars.

As a result of the introduction of new high-speed electric machines, the consumer is now able to purchase for 10 cents the same "Muriel" cigar which formerly cost him two for 25 cents.

This has resulted in a large increase in "Muriel" sales. Capacity daytime production, the makers announce, has not been enough to meet the demand and since February an additional night shift has been necessary.

Active promotional work on this brand is no longer confined to those markets in which it has long been established. It is now national in scope. In addition, special introductory campaigns are being carried on in territories covered by the following new "Muriel" distributors:

C. J. Barth Cigar Company, Chicago, Ill.
Lee & Cady, Detroit, Mich.
Hamilton, Harris & Co., Indianapolis, Ind.
Amster-Kirtz Co., Cleveland, Ohio.
Dearstyne Bros. Tob. Co., Albany, N. Y.
Keilson Cigar Co., Cincinnati, Ohio.

"Muriel" cigars have long been sold in these markets by leading retailers and chain stores, of course.

But the makers have waited until the present time to give these markets special support. Having secured such well-qualified distributors, they are now in a position to market the brand as successfully in these territories as elsewhere.

Consumers have shown a fast-growing appreciation of "Muriel's" quality, and dealer support has been most enthusiastic, which largely explains the success of this brand during the current year.

BONDY ESTATE $257,209

Appraisal of the estate of the late Maurice S. Bondy, member of the firm of Kauffman Brothers & Bondy, pipe manufacturers, showed $277,716 gross and $257,209 net.

Under Mr. Bondy's will, his brother, Federal Judge William Bondy receives $44,012, representing one-quarter of the residuary estate. Miss Rosalie Bondy, a sister, receives $44,012 and thirty shares of Bankers Trust Company stock, valued at $17,700. Miss Agnes Bondy, another sister, receives twenty-five shares of Bankers Trust Company stock, valued at $14,750 and a life interest in one-quarter of the residuary estate. The remaining quarter going to another sister.

Mr. Bondy left $5000 to Mount Sinai Hospital and $1000 each to the Montefiore Home and the Hebrew Orphan Asylum. The principal asset of his estate was his interest in the manufacturing firm of Kaufman Brothers & Bondy, amounting to $168,600.

ADVERTISING SELLS CIGARETTES

Commenting on the increase of more than 900,000,000 in total cigarette production during June, 1930, as compared with the same month of 1929, the American Tobacco Company attributes the gain in cigarette sales during the first half of this year, a time when sales of other products were mostly declining, in part to "the aggressive advertising campaigns of cigarette manufacturers, who have shown their faith in newspaper advertising by increased appropriations." It adds that this has been at a time when many other manufacturers are reducing their advertising investments.

POSTMASTER
CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

INCREASED TOBACCO BUSINESS PREDICTED

AN additional purchase of upwards of 20,000,000 packages of cigarettes or its equivalent in cigars is in prospect for the tobacco dealers as a result of the growing interest of the American people in their merchant marine. This growing interest has resulted in the building of new ships and this building has resulted in an increased employment and it is from this increased employment that the increased purchase of tobaccos will come.

As a first and greatest result of the new interest of Americans in their ocean merchant service, the United States Lines now operating a fleet of eleven famous ships to Europe has embarked on a building program that is the largest of its kind ever undertaken. Six new vessels totalling $100,000,000 in value are to be built. Two of these of a combined value of $21,000,000 are already contracted for and work is in process. Plans and specifications for four others totalling approximately $80,000,000 have been submitted to the United States Shipping Board for approval. As quickly as approval is made work on them will start.

The building of these six new vessels makes the equivalent of work for 55,000 men for one year. Half of these men are ship yard employees and most of them are extremely well paid as they are of the highly trained trades. The remainder are employed in the many factories that create materials, semi-manufactured articles, and manufactured articles for installation in the ships. It is from these 55,000 men for one year or perhaps it would be better stated 11,000 men for five years that the new purchase of tobaccos will come. In making the calculation of added purchases it is figured that each employed man will smoke one package of cigarettes or the value of fifteen cents in cigars per day. The increase in consumption comes from employment and consequently a greater freedom in the purchase of necessaries, comforts, and luxuries. The employment on the building of the new ships is only a starter to the stimulus to the tobacco trade for when the new ships are built they will require crews of upwards of 3600.

With very few exceptions this personnel is entirely male and, with a considerable freedom of time on shipboard, means men who will consume tobacco at a rapid rate. From the employment in the actual shipbuilding we get a total consumption equal to 20,000,000 packages of cigarettes or 20,000,000 good cigars. From the increased employment due to the operation of the new ships we get an increased consumption of approximately 1,100,000 packages of cigarettes or cigars per year and get it permanently. In addition to the foregoing there is to be considered the tobacco purchased by the crews on the ships now operating and by the clerical and executive staffs in the offices that take care of the shore end of the shipping. Here again is a total of about 3400 men who will consume 1,241,000 cigars or packages of cigarettes annually.

There is an added factor in the matter of cigars. The United States Lines has freight and passenger agencies all over the United States. The men in these agencies are supported directly by the United States Lines and with four to five men in an office and each of these consuming perhaps at least four cigars a day they make an item in the tobacco business that cannot be overlooked. They are set down at an average of four cigars a day inasmuch as they are free with cigars in the matter of friendly intercourse to increase business. From an assembly of all the figures it is seen that the United States Lines are a significant element in the contribution to the prosperity of the tobacco dealers.

"It might be said," said E. G. McMicken, vice-president-traffic, the United States Lines, "that this consumption would take place anyway. This however, is not true. First of all, when men are unemployed they cut down on their purchases in all directions and tobacco is one of the earlier economies. Second, if it were not for the patronage of American shipping lines the shipping would go to foreign lines and going to foreign lines it would mean that the new ships would be built outside of the United States and therefore all of the money paid out in wages would be spent in foreign lands. It would mean that these ships would be manned by crews that are paid in foreign lands and this would also mean the expenditure of their money there instead of here.

"Thus it is seen that the tobacco grower, the tobacco wholesaler, and the tobacco retailer can pay money back into his own pocket if he himself when he has occasion to travel or ship will patronize American shipping lines and if he will make himself an agent for the spread of education promoting travel by Americans on American ships. In patronizing their own lines they pay money back into their own pockets. In patronizing foreign lines they pay money out and never see it again for the great bulk of it goes abroad and stays there permanently.

"At the present time the total annual revenue from ocean crossing shipping and the carriage of passengers in and out of American ports is one billion dollars. Of this, American shipping lines get about $320,000,000 and foreign lines handling goods and passengers that come into or leave the United States get an income of $680,000,000. If we can increase the pact income of $680,000,000. If we can increase the pace at which the American people are being educated to travel on their own ships we can eat into this $680,000,000 and conserve most of it for the United States. It is a new income that can be had without cost and without effort. This is true because ocean freight rates and passenger fares are by international agreements, value for value, the same. A person can ship on an American line with the same facility and at the same cost as he can ship on a foreign line. He can travel on an American ship with the same ease, comfort, convenience, and luxury that he can travel on a foreign ship.

"He too has one great advantage on an American ship. He lives in his own standard of living, the the highest in the world and he is served by persons who know his language and who know his wants and who are trained to serve in the highest degree of satisfaction."

SAMUEL KLEIN PASSES AWAY AT PASSAIC

Samuel Klein, for many years manager of the Garfield, N. J., plant of the American Cigar Company, died suddenly in his office at Passaic, N. J., on July 21st. Mr. Klein had been in ill health for some time, but the excessive heat of the past two weeks is believed to have been the immediate cause of his death.

Mr. Klein severed his connection with the American Cigar Company several months ago to organize the Amerada Cigar Company. He came to his office as usual on Monday morning and collapsed soon after his arrival there. Police were immediately notified and he was rushed to the Passaic Hospital, where he was pronounced dead.

He is survived by his widow, Mrs. Clara Klein, and three children: Adrian, Mrs. Benjamin Goldberg and Mrs. Meyer Blitzer. He was a Mason and a member of the Knights of Pythias. He was fifty-three years old.

750,000 RETAIL CIGARETTE DEALERS

THERE are now 750,000 retail dealers of cigarettes in the United States, according to estimates just made public.

Modern American methods of distribution are keeping pace with modern methods of manufacture which removes harmful irritants by toasting and there are now, roughly speaking, six cigarette dealers for every one thousand of population, offering prompt service to the ever-increasing number of men and women who are reaching for cigarettes as an aid in avoiding over-indulgence.

In keeping with the American idea, it is interesting to note than in England tobacco can be bought after 8 P. M. only in certain places, such as restaurants and theatres. The English do not let this inconvenience curtail their tobacco enjoyment, however, and the per capita use of cigarettes there is about the same as in the United States.

SUIT AGAINST CONSOLIDATED LITHO-

(*Continued from Page 3*)

The complaint also alleges, the Steiner Company had leased the banding machines either by means of an agreement by the cigar manufacturers to buy annually 7,000,000 cigar bands, the machine's annual capacity, and a nominal rental, or for a straight rental which was more than the price charged for the machines under the alleged tying contract plus the price of cigar bands purchased in the open market.

After the formation of the Consolidated Company, however, according to the complaint, the annual number of bands required to be purchased to secure the lease of a banding machine was reduced first to 5,000,000 and later, in some cases, to 2,000,000, the price of material purchased necessarily under the contract from the Consolidated Company was increased.

The plaintiffs also charge, at the same time the Consolidated Company attempted to cancel all machines leases which had not been secured through an agreement to use Consolidated labels; and "created in the minds of cigar manufacturers the fear that unless they lease the machines of the defendants in connection with the purchase of bands" from the Consolidated Company, they would "not get the best possible service upon the machines."

The plaintiffs charge that all this deprived them from an opportunity to do business.

In a twelve months' investigation conducted by the Federal Trade Commission and concluded in Washington last month, the complaint charges, the defendants admitted to certain unlawful acts and entered into an agreement at that time with the Commission to discontinue them. Since that time the Consol.-I. B. M. Corporation was formed by the defendants to acquire the business of the Consolidated Lithographing Corporation and the International Banding Machine Company.

D. EMIL KLEIN EARNINGS

D. Emil Klein Company, Incorporated, manufacturers of "Haddon Hall," "Nottingham," etc., reports net income for the six months ended June 30, 1930, of $157,086 after charges and Federal taxes, equivalent after dividend requirements on $1,000,000 7 per cent. preferred stock, to $1.22 a share on the 100,000 no par common shares of the company. This compares with $156,455, or $1.21 a common share, for the corresponding period of 1929.

Blackstones

now wrapped in Cellophane!

BLACKSTONE CIGARS, the same cigars that have been a famous favorite for over fifty years, announce a new feature. They now come wrapped in a protecting tube of Cellophane to preserve their purity and flavor. In this new covering the smoker can see what he buys, clearly. And the Cellophane gives the cigar remarkable protection against breakage.

This new feature of Blackstone Cigars is being widely advertised in newspapers and over the radio. Thousands of smokers are learning about the new advantages that Blackstones offer. Tune in and hear the unusual program that comes to you and your customers through the courtesy of the makers of Blackstone Cigars.

TUNE IN! *Hear the Blackstone Cigar program over the Columbia Broadcasting System every Tuesday Evening, 8 p. m. Eastern Daylight Saving Time. 7 p. m. Eastern Standard Time, 7 p. m. Central Daylight Saving Time, 6 p. m. Central Standard Time.*

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

AMERICAN NAMES DISTRIBUTORS

(Continued from Page 3

Indiana—Kiefer-Stewart Company, Capitol Avenue and Georgia Street, Indianapolis; controls State of Indiana.

Iowa—Hickey Brothers, 424 Brady Street, Davenport; controls State of Iowa.

Louisiana—U. Koen & Company, Incorporated, 722 Gravier Street, New Orleans; controls States of Louisiana and Mississippi.

Maryland—William Boucher & Sons, 1600 Guilford Avenue, Baltimore; controls State of Maryland with the exception of the immediate vicinity of Washington, D. C.; also the following West Virginia counties: Jefferson, Berkeley, Morgan, Hampshire, Mineral, Grant, Tucker, Preston, Taylor, Monongalia, Barbour, Lewis, Upshur, Randolph, Pocahontas.

Massachusetts—S. S. Pierce Company, Back Bay Station, Box 57, Boston; C. N. Perkins Company, 36 Silby Street, Boston; joint control of the entire New England territory with the exception of the State of Connecticut.

Michigan—J. T. Woodhouse & Company, 35 Jefferson Avenue, W., Detroit; controls entire State of Michigan.

Missouri—Moss & Loewenhaupt Cigar Company, 793 Olive Street, St. Louis; controlled area will be later defined. Miles & Moser Cigar Company, 922 Broadway, Kansas City; controlled area will be later defined.

Montana—Louis S. Cohn Company, Butte; controls the States of Montana and Idaho.

New York—Faber, Coe & Gregg, Incorporated, 206 West Fortieth Street, New York; controls State of New York with exception of the city of Buffalo, also northeastern Pennsylvania which is to be later defined. R. J. Seidenberg Company, 305 Ellicott Square, Buffalo; J. T. Snyder Retail Cigar Stores Company, 531 Main Street, Buffalo; wholesale territory will be later defined.

New Jersey—Faber, Coe & Gregg, Incorporated, 206 West Fortieth Street, New York, N. Y.; Schwarz & Son, 72 William Street, Newark; joint control of northern New Jersey, north of a line drawn east and west just south of the city of Trenton.

Ohio—Amster Kirts Cigar Company, 3500 Woodland Avenue, Cleveland; controls the following counties of Ohio: Medina, Cuyahoga, Portage, Summit. Welding, Kinnon & Marvin Company, 358 Summit Street, Toledo; controls the following counties of Ohio: Williams, Paulding, Henry, Lucas, Hancock, Ottawa, Seneca, Huron, Defiance, Fulton, Putnam, Wood, Sandusky, Wyandot, Erie. The Henry Straus Company, 216 East Sixth Street, Cincinnati; controls that portion of the State of Ohio exclusive of the territories covered by Amster Kirts Cigar Company and Walding, Kinnon & Marvin Company; also the entire State of Kentucky.

Pennsylvania—Reyner & Brothers, Incorporated, Forbes and Pride Streets, Pittsburgh; controls Allegheny County and counties adjacent thereto and a certain area of West Virginia to be later defined.

Texas—J. H. Taub & Sons, 909 Franklin Avenue, Houston; territory to be later defined.

Utah—William A. Stickney Cigar Company, 103 West Second South Street, Salt Lake City; controls entire State of Utah.

Virginia—Cliff Weil Cigar Company, 1317 East Main Street, Richmond; controls States of Virginia, North Carolina and South Carolina.

TOBACCO ACREAGE INCREASED

According to information just released by the Pennsylvania-Federal-State Crop Reporting Service, tobacco growers in the United States have increased their acreage 5.1 per cent. over last year's planting, and indications on July 1st point to a United States tobacco crop of about 77,000,000 pounds of tobacco in excess of last year's production.

Nearly all types have participated in the increase, the exceptions being shade grown wrapper tobacco which shows a decrease of 17 per cent. in acreage from last year, the Green River air-cured type of Kentucky which shows no change, and Eastern Ohio export the acreage of which was cut in half.

Cigar type acreage as a whole increased about 7 per cent. comprising an increase of 4 per cent. in filler types, 16 per cent. in binder types, and a decrease of 17 per cent. in wrapper types.

Pennsylvania growers increased their acreage 3 per cent. indicating an increase in production for that State of 7,860,000 pounds over the last year's production.

Excellent conditions are reported from the cigar-tobacco districts, excepting only the Ohio filler district where the condition July 1st was 65 per cent. compared with a general cigar-leaf average of 86 per cent.

The Pennsylvania crop was planted earlier than last year, some growers in Lancaster County getting their plants in a week or ten days earlier. Weather has been favorable, worms and insects are doing but little damage and the crop is making good progress.

The following table shows the preliminary acreage figures and the July 1st forecast of production by States:

State	*Preliminary acreage, 1930 Total acres*	*Production July 1, 1930 forecast 1000 pounds*
Massachusetts	7,800	11,466
Connecticut	25,400	36,576
New York	800	1,032
Pennsylvania	39,900	55,461
Ohio	49,100	41,735
Indiana	20,100	16,080
Wisconsin	40,000	50,000
Minnesota	1,500	1,800
Missouri	5,200	4,940
Maryland	36,000	28,800
Virginia	182,000	133,770
West Virginia	9,800	6,370
North Carolina	787,000	503,680
South Carolina	133,000	91,770
Georgia	121,000	88,330
Florida	12,300	10,578
Kentucky	512,500	394,625
Tennessee	156,100	120,197
Louisiana	1,000	460
United States	2,140,500	1,597,670

POWELL CAPITALIZATION REDUCED

Jesse G. Powell & Company, of New York City, manufacturers of the "Drury Lane" cigar, have reduced their capitalization to $10,000 from $50,000.

Washington—National Grocery Company, Western Avenue and Madison Street, Seattle; controls entire State of Washington.

CIGAR SALES CONTINUE TO DROP

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of June, 1930, and are issued by the Bureau. (Figures for June, 1930, are subject to revision until published in the annual report):

Products	*June 1929*	*June 1930*
Cigars (large):		
Class A.....No.	306,194,745	301,270,285
Class B.....No.	49,817,261	38,273,343
Class C.....No.	186,608,462	168,042,238
Class D.....No.	12,446,475	10,671,079
Class E.....No.	1,679,432	1,342,221
Total	556,746,375	519,599,166
Cigars (small) .....No.	39,801,000	34,581,493
Cigarettes (large) ...No.	925,125	609,629
Cigarettes (small)....No.	10,839,672,699	11,750,524,523
Snuff, manufactured..lbs.	3,287,200	2,872,584
Tobacco,manufactured.lbs.	29,065,627	28,066,893

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid Products from Porto Rico for the Month of June

Products	*June 1929*	*June 1930*
Cigars (large)		
Class A.....No.	10,945,050	12,374,350
Class B.....No.	1,035,550	368,850
Class C.....No.	1,758,400	455,334
Class D.....No.	5,000	.....
Total.....	13,744,000	13,198,534
Cigars (small) .....No.	1,000,000	1,000,000
Cigarettes (large) ....No.	39,583	200,000
Cigarettes (small) ....No.	840,000	1,100,000

Tax-paid Products from the Philippine Islands for the Month of June

Products	*June 1929*	*June 1930*
Cigars (large)		
Class A.....No.	11,909,205	11,970,745
Class B.....No.	224,201	149,727
Class C.....No.	44,492	131,070
Class D.....No.	100	76
Class E.....No.	2,511	10,000
Total	12,180,509	12,261,618
Cigarettes (small) ...No.	756,910	221,030
Tobacco,manufactured.lbs.	174	220

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

NEW ZEALAND BOOSTS CIGAR TARIFF

According to word which reached Washington last week, tariff increases of two dollars a thousand on cigarettes and seventy-five cents a pound on cigars are included in a new "empire preference" schedule against American goods with which the Government of New Zealand surprised the country on Tuesday.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

FRINGS BROTHERS TO JOB "CREMO"

Frings Brothers Company, one of the oldest manufacturers of cigars and jobbers of tobacco products, have been appointed distributors in this territory for the well-known "Cremo" five-cent cigar, manufactured by the American Cigar Company.

Frings Brothers Company was established in 1868 by Julius Frings, father of the present owners of the concern, and the company has enjoyed a successful career in the trade.

"Cremo" is now wrapped in cellophane and the aggressive campaign of advertising now being pushed by the American Cigar Company is selling this brand to many thousands who never smoked them before, so that this franchise is deemed to be a valuable one.

Frings Brothers have a sales force of eighteen men who are up and at it every minute of the day, and more men will be added in the near future.

It has been said that "Cremo" is the answer to former Vice-president Marshall's famous remark: "What this country needs is a good five-cent cigar," and Frings Brothers have undertaken the job of informing all the retailers and consumers in this territory that the answer is here and ready for them.

Joe Martin, of Nicholas & Company, Limited, New York City, was a visitor among the trade here this week. Joe was on his way to Baltimore and Washington after leaving Philadelphia.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BRIDGE LAMP:—45,754. For cigars. July 7, 1930. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

DEVERNA:—45,755. For all tobacco products. July 9, 1930. Cuesta, Rey & Co., Tampa, Fla.

WESLEY L. DEVERNA:—45,756. For all tobacco products. July 9, 1930. Cuesta, Rey & Co., Tampa, Fla.

IL DUCE:—45,757. For cigars. July 15, 1930. Cuesta, Rey & Co., Tampa, Fla.

SEVERE HAIL HITS CONNECTICUT CROP

ON FRIDAY night, July 11th, the Connecticut tobacco fields were visited by a disastrous hail and lightning storm, which did damage to the tobacco and shade cloth, estimated at approximately $300,000.

The storm fortunately was of short duration, both the heavy rain and the hail which accompanied it. The rain lasted only about a half hour, while the hail lasted only a few minutes.

The territory hit was East Hartford, Silver Lane, Bloomfield, North Bloomfield, Glastonbury, Simsbury, Manchester, and other nearby points.

While some persons reported their crop damaged to the extent of 95 per cent. in most cases the damage did not exceed 25 per cent.

Shade tobacco suffered approximately 15 per cent. damage over four hundred acres, while the Broadleaf and Havana Seed suffered about 25 per cent. damage over the same acreage.

PORTO RICAN-AMERICAN MEETING

T. C. Breen, vice-president and treasurer of the Porto Rican-American Tobacco Company, announced last week that there would be a meeting of the board of directors today, and that an initial dividend of 87½ cents a share on the no par Class A stock would be declared at that time, thus placing the new stock on a $3.50 annual basis.

This will be at the same rate as was paid on the old stock of $10 par value, which received $7 a share, and which was recently exchanged on the basis of two shares of the new stock for each one of the old.

GUTIERREZ INCORPORATES

A. Gutierrez, Incorporated, has been chartered in the State of New Jersey, with a capital of $85,000 preferred and 1424 shares of common of no par value, to manufacture cigars.

Anthony Gutierrez, Edward C. Vannaman and Helen C. Beirne, of Passaic are the incorporators, and Hart & Vannaman, of Passaic, are the attorneys.

UNITED TO PAY MANAGERS IN STOCK

THE United Cigar Stores Company of America has notified the New York Stock Exchange that the company has entered into an agreement for the purpose of providing the company and its subsidiaries with competent executive management for a period of five years ending August 19, 1934, which provides that, in lieu of cash salaries, and in full compensation for the services of the managers, who are the principal executives of the company, the company shall cause to be delivered upon order of the managers without further payment 60,000 shares of its common stock on or about August 19 in each year from August 19, 1930 to August 19, 1934, inclusive, and grants to the managers options until August 31, 1934, to purchase at $5 a share, shares of its common stock to the extent of 100,000 shares on or after January 31, 1931, an additional 100,000 shares on or after January 31, 1932, and an additional 100,000 shares on or after January 31, 1933.

The company has also entered into agreements with certain others of its executives providing that, as part compensation for their services, the company will deliver upon their order an aggregate of 6000 shares of its common stock November 1, in each year from November 1, 1930 to November 1, 1934, inclusive, and grants to such executives options until November 1, 1934 to purchase at $5 a share, shares of its common stock to the extent of 6000 shares on or after November 1, 1930, an additional 6000 shares on or after November 1, 1931, an additional 6000 shares on or after November 1, 1932, an additional 6000 shares on or after November 1, 1933, and an additional 6000 shares on November 1, 1934.

The company had outstanding on December 31, 1929, 5,269,170 shares of common stock. The authorized issue has since been raised to a total of 6,000,000 no par value shares.

GEORGIA EXPECTS BEST SEASON

Georgia bright leaf tobacco growers and buyers last week were patiently awaiting the opening gong of the marketing season, which opened on Tuesday (July 29th), when the sing-song voice of the auctioneer rumbled through twenty-two south Georgia towns with expectancy of bringing $15,000,000 into the pockets of the tobacco growers.

Tobacco experts predict one of the best sales seasons in years. The crop is not as large as last year when 90,743,520 pounds of leaf were sold, bringing into the State $16,672,780, but it is of better quality.

The farmer has learned, Federal and State officials says, that better quality pays more than greater quantity.

Fifty-six warehouses in the State were ready for the 1930 crops, with the dedication at Moultrie on Saturday afternoon of that city's second warehouse.

Tifton, Douglas & Faxley, past leaders in tobacco sales, are expected to again head the market this year.

South Georgia growers are reported to be more optimistic than in some time and business men stated they have already felt the coming of a prosperous season.

"HUMO" AND "COUNSELLOR" NOW 5 CENTS

Effective last week, the Mazer-Cressman Cigar Company, Incorporated, of Detroit, Mich., announced that the price of their "Humo" cigar and the Rothschild size in their "Counsellor" brand had been reduced to five cents. The price of these two cigars was formerly eight cents each.

LIBRARY RECEIVED AUG 18 1930 U. S. Department of Agriculture

AUGUST 15, 1930

VOLUME 50 No. 16

THE TOBACCO WORLD

POSTMASTER CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

Blackstones

now wrapped in Cellophane!

BLACKSTONE CIGARS, the same cigars that have been a famous favorite for over fifty years, announce a new feature. They now come wrapped in a protecting tube of Cellophane to preserve their purity and flavor. In this new covering the smoker can see what he buys, clearly. And the Cellophane gives the cigar remarkable protection against breakage.

This new feature of Blackstone Cigars is being widely advertised in newspapers and over the radio. Thousands of smokers are learning about the new advantages that Blackstones offer. Tune in and hear the unusual program that comes to you and your customers through the courtesy of the makers of Blackstone Cigars.

CBS

TUNE IN! *Hear the Blackstone Cigar program over the Columbia Broadcasting System every Tuesday Evening, 8 p. m. Eastern Daylight Saving Time. 7 p. m. Eastern Standard Time. 7 p. m. Central Daylight Saving Time, 6 p. m. Central Standard Time.*

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Cigars and Cigar Boxes Are Affinities

Both products are of the vegetable kingdom. The porosity of wooden cigar boxes, with their delightful, spicy, aromatic flavor, brings out in cigars all of the fragrance and goodness placed there by Mother Nature.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50 — THE TOBACCO WORLD — Number 16

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, AUGUST 15, 1930 — Foreign $3.50

$4 EXTRA FOR AMERICAN

DIRECTORS of the American Tobacco Company have declared an extra dividend of $4 a share, in addition to the regular quarterly dividend of $2 on the common and common B shares of the company, both payable September 2d to stockholders of record August 9.

George W. Hill, president of the company, in a statement to stockholders stated: "The earnings for 1930 will undoubtedly far exceed for the first time the earnings before the dissolution.

"I should like to emphasize the wisdom of our suggestion that our stock be split on a two for one basis, rather than, perhaps, on the basis of a greater number of shares. The board has decided upon this recommendation after much deliberation.

"We are advised that one of the mistakes made by many large corporations in recent years has been the issuance of shares of stock at such low value as to stimulate speculation on the part of the general public. Of course, if the company continues to prosper there is an opportunity for consideration of a further split-up."

PHILIPPINE PRICES ADVANCE

A radiogram from Manila to the United States Department of Commerce, states that prices for stocks of Cagayan and Isabela old crops were strengthened during June, owing to a scarcity of good quality tobacco on the local market. Buying of this year's crop from La Union and Pangasinan Districts was in full swing, by the middle of July, but no buying had been reported from Isabela and Cagayan Districts. Exports in pounds of leaf tobacco stripped, and scrap tobacco, were approximately as follows during the month: Spain, 11,137,639; France, 2,292,784; others, 99,207.

"WINGS" TERRITORY EXTENDED

The territory now supplied with "Wings" cigarettes, the new fifteen-cent "air-cooled" cigarette recently introduced by the Brown & Williamson Tobacco Corporation in Chicago, has been extended to cover a radius of 200 miles around Chicago, and taking in a dozen or more fairly large cities, including Milwaukee, Davenport, Peoria, Terre Haute, Indianapolis, Fort Wayne, Grand Rapids and others nearby.

LIGGETT & MYERS DIVIDEND

The board of directors of the Liggett & Myers Tobacco Company has declared regular quarterly dividends of $1 each on the common and common B stock, both payable September 1st to stockholders of record August 15th.

GEORGIA TOBACCO PRICES TOO LOW

REPORTS from the Georgia tobacco markets are to the effect that the prices being paid by the buyers this year are far below the prices paid for tobacco last year, and in fact far below the cost of production.

The Georgia State Bureau of Markets last week announced that sales at fifty-seven of the fifty-nine warehouses in the Georgia bright leaf tobacco belt the previous week totaled 18,759,607 pounds, at an average price of 10.58 cents a pound, and a cash value of $1,985,490.

This compares with an average price of 19.50 cents a pound for the opening week last year, and 12.69 cents a pound in 1928.

Senator George and Representative Edwards, of Georgia, charged that speculators were manipulating the Bright leaf tobacco market in that State, and Attorney General Mitchell immediately ordered an investigation of the charges. Agents of the department were dispatched to Georgia, and the Federal Trade Commission also took under advisement a request for an investigation into charges of price manipulation.

The Farm Board was also appealed to for aid, but James C. Stone, representing tobacco, said nothing could be done by the agency because Georgia had not organized co-operatives.

The State Department of Agriculture on Monday announced an average of 12.42 cents a pound for last week's offerings of bright leaf tobacco on the markets, as compared with 10.58 cents a pound for the previous week, and an average for the second week of the marketing season last year of 21.54 cents a pound. Total pounds sold last week was 29,386,978, as compared with 19,100,442 during the first week of the marketing this year, and 27,905,103 pounds for the second week of marketing last year.

Total receipts for last week were $3,649,880.54, as compared with $2,022,066.42 for the first week.

J. H. Meek, marketing agent of Virginia, told the Southern Commissioners of Agriculture, who met at Atlanta on Monday to study agricultural difficulties made acute by the drought, that a solution of the tobacco growers' problems lay in the reduction of the internal revenue tax on tobacco.

"This tax," he said, "should be cut at least 50 per cent. It produces $42 for the Government for every $29 the growers get for their products."

WAITT & BOND DIVIDEND

Waitt & Bond, Incorporated, manufacturers of the "Blackstone" cigar, has declared a regular quarterly dividend of fifty cents a share on the Class A stock of the corporation, payable September 2nd to stockholders of record August 15th.

MORE THAN $29,000,000 IN DIVIDENDS

AS A RESULT of the $4 extra and increased dividend rate on its new stock after the coming two-for-one split-up, American Tobacco Company will pay out in 1930 common dividends of $29,293,850, states the *Wall Street Journal*, a 38.89 per cent. increase over 1929 disbursements of $21,091,536, and nearly twice the dividends of $15,623,172 paid on common and common B in 1928.

This impressive increase in dividend payments in two years is the result of a notable gain in profits, which, in the first five months of 1930 showed an increase of more than 100 per cent. over the corresponding period of 1929, which was a record year.

In 1930, for the first time, earnings of American Tobacco Company will exceed the $30,633,314 net after all charges shown in 1911, the last year before the old company was dissolved by Supreme Court decision.

The 1911 earnings included income from various subsidiaries of which American Tobacco was required by the decision to divest itself, and which included the present R. J. Reynolds Tobacco Company, Liggett & Myers Tobacco Company, P. Lorillard Company, British American Tobacco, Ltd., MacAndrews & Forbes Company, American Snuff Company, and others. Earnings in 1929 of $30,182,669 for the present American Tobacco Company were only slightly under the total for the old company in 1911.

Earnings of the present company in 1912, the first year after the Supreme Court decision, were $15,443,961, and dividends on the common stock, including extras, amounted to $11,066,660. Earnings declined steadily to 1915, while the company was completing the liquidation of securities it had been ordered to dispose of. In 1915, net income amounted to $11,234,581, and common dividends to $8,048,480. In the fourteen years since then, however, net income available for dividends has shown an increase every year except 1919, 1920, and 1923, when declines in each instance were slight. For 1929, net was nearly three times the figure for 1915; for 1930, it will be between four and five times 1915 net.

It must be realized, of course, that earnings so far this year are being compared with earnings in 1929 under the old price of $6 a thousand for "Lucky Strikes," increased last October to $6.40 a thousand. For the final three months of this year comparison will be based on the present price of cigarettes.

This means that the present rate of gain in net probably will not continue through the final three months of the year. However, with "Lucky Strike" production in the first five months exceeding last year's figure by 2,384,000,000 and every sign that this rate of increase will continue, earnings, even in the final quarter, should make a very favorable comparison with 1929.

The acceleration in earnings really dates from December, 1925, when the present president, George W. Hill, was elected. In the following two years a moderate increase in profits was shown each year, while new policies were being formulated. As a result of these new policies, manufacturing operations were consolidated into more economical units by construction of new factories and abandonment of old, and a new advertising policy was adopted.

In 1927 a slightly larger increase in profits was shown; in 1928, despite a reduction in price of the company's principal product, "Lucky Strike," a still

(Continued on Page 18)

STONE, ORDEAN, WELLS BUYS DULUTH CO.

STONE, ORDEAN, WELLS & COMPANY, of Minneapolis, Minn., one of the largest wholesale cigar houses in that section of the country, has purchased the business of the Gowan-Lenning-Brown Company, of Duluth, Minn., which includes the acquisition of their stock on hand, trade names and good will, also assuming all obligations of the company.

Stone, Ordean, Wells & Company have taken a lease on the Duluth quarters of the Gowan-Lenning-Brown Company, and will operate the business as a separate and distinct unit, under the old firm name as a branch of Stone, Ordean, Wells & Company.

Stone, Ordean, Wells & Company operate twelve branches throughout the Northwest. The following notice has been forwarded to the trade: "By the acquisition of Gowan-Lenning-Brown Company, we have intensified the distribution power of the Stone, Ordean, Wells & Company, and we feel that with twelve houses we are in a strong position to be of real service to the retailers of the Northwest."

P. R. AMERICAN REPORT

Report of the Porto Rican-American Tobacco Company, and subsidiaries, including its proportionate share of Congress Cigar Company earnings for the first six months of 1930, shows net profit of $383,962 after interest, federal taxes, etc., equivalent after dividend requirements on the 7 per cent. Class A stock, to fourteen cents a share on 200,000 no par shares of Class B common stock.

In the first half of 1929, net profit, which included only dividends received on Congress Cigar Company stock, was $503,662, equivalent to ninety-eight cents a share on 150,000 Class B shares then outstanding.

The board of directors has declared regular quarterly dividend of eighty-seven and one-half cents a share on the Class A stock, payable October 10th to stockholders of record September 20th.

This is the first dividend declared on the new Class A stock since the two-for-one split-up a short time ago.

DEISEL-WEMMER-GILBERT PROFITS

Deisel-Wemmer-Gilbert Corporation reports net profits of $200,906 for the quarter ended June 30, 1930, after charges and Federal taxes, equivalent after 7 per cent. preferred dividend requirements to seventy cents a share on the 238,095 shares of no par common stock outstanding. This compares with $151,303, or fifty cents a share in the preceding quarter, and seventy-eight cents a share in the second quarter of the previous year.

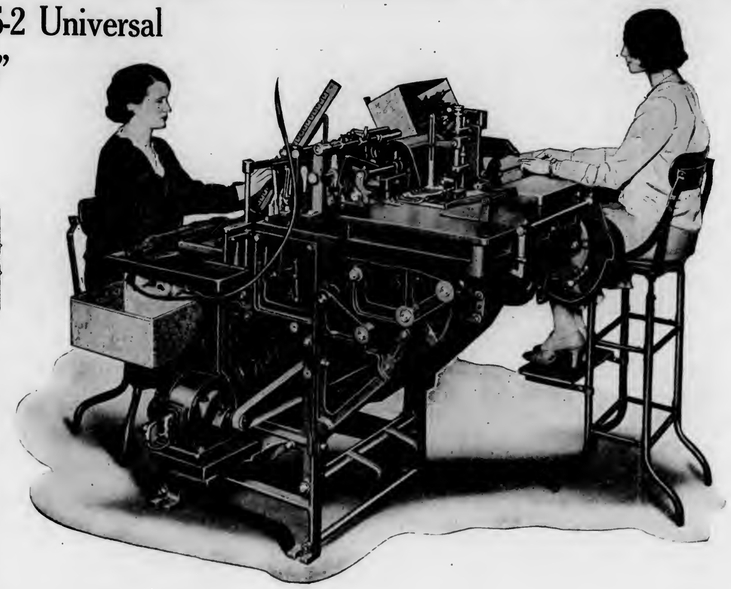
Net profits for the first six months of this year were $352,209, after above charges, equivalent to $1.20 a share, as compared with $366,347, or $1.26 a share for the corresponding period of last year.

A. & P. DENIED PERMITS

In spite of a recent court decision of the District Court at Waterloo, Iowa, in which the court ruled that the city's power was not discretionary in such cases, and ruled in favor of the corporation, the Des Moines city council has denied requests for eight cigarette permits requested by the Great Atlantic & Pacific Tea Company there. Mayor Parker L. Crouch told the company representatives that since chain stores had been handling cigarettes, that the city's revenue from permit grants had decreased.

The New Model S-2 Universal "Cross Feed Type" Long-Filler Bunch Machine

Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.



WE list here a few of the important and highly efficient features of the Model S-2 Universal "Cross Feed Type" Long Filler Bunch Machine:

A—The filler is fed into the trough of the Cross Feed in a continuous stream and automatically cut to the proper length, insuring well filled out bunches throughout their entire length.

B—Automatic in its operation, it feeds, and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are the laying of the binder on the rolling table and placing the filler in the feed trough.

C—The Suction Binder Equipment assures an increased yield of binders also smoother and more perfectly rolled bunches.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Easily and quickly adjusted for any size or length of bunch or for right or left hand bunches.

G—Any shape or size bunch can be made on the same machine with slight mechanical changes.

H—Can be used on mold work or in conjunction with the Universal Model "R" and other Automatic Cigar Rolling Machines.

I—Quickly and accurately adjusted to different conditions of filler.

J—Assures uniformity of bunches at all times in both size and weight.

K—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

THIS, our latest Long Filler Bunch Machine, the Model S-2 "Cross Feed Type", has been subjected to the severest practical factory tests in the making of high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length. The filler is fed into the "Cross Feed" trough in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

The price of the Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, is $2,325.00. F. O. B. our factory, Newark, N. J.

Rebuilding Model T "Blending Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed Type" will cost $1,000. Doing the same with Model S "Standard Type" Universal Long Filler Bunch Machines will cost $750 F. O. B. our factory, Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

PHILADELPHIA.

WILLIS ANDRUSS BACK AT DESK

WILLIS ANDRUSS, sales manager for the Congress Cigar Company, has returned to his desk after spending three weeks camping with a party of friends in the Canadian woods, near Georgian Bay, where he enjoyed the splendid fishing and hunting for which that spot is famous.

Mr. Andruss found that sales of "La Palina" were on the increase in many parts of the country, upon his return, with prospects good for further increases before the end of the year.

Mr. Andruss last week entertained his brother, Colonel M. P. Andruss, who has been in command of the recruiting barracks at Buffalo for the past two years, but who has recently been assigned to Fort Sheridan in the Panama Canal Zone. Colonel Andruss stopped off in Philadelphia enroute to his new post. He also planned to stop off in Porto Rico.

"BLUE BOAR" DEAL FEATURED

A special "Blue Boar" deal, consisting of two packages of the popular "Blue Boar" smoking tobacco and a Slydelok leather pouch with a clay moistener, is being featured in the stores of the Yahn & McDonnell chain, the whole combination selling for ninety-eight cents. This real bargain is going over in a big way.

Harry Shacklett was a recent visitor at Yahn & McDonnell headquarters in the interest of the "Carlton" cigar, which is featured by the M. J. Dalton branch. This cigar, individually wrapped in cellophane with the name printed on the cellophane, is becoming quite popular.

"El Toro" cigarettes, distributed by Yahn & McDonnell, have made their appearance on the counters in most of the prominent locations in the city, and are finding a ready sale.

George T. Jones, secretary-treasurer of Yahn & McDonnell, has returned from a two weeks' vacation at Orkney Springs, Va.

"Optimo" and "Blackstone" cigars are enjoying a splendid sale here.

ALBERT FREEMAN IN TOWN

Albert Freeman, of Sid J. Freeman & Sons, was a recent visitor among the trade here, in the interest of his brands.

BAYUK BRANDS SALES INCREASING

FROM ALL parts of the country reports on the sales of Bayuk Cigars are to the effect that these quality brands are steadily forging ahead, and A. Joseph Newman, general sales manager of Bayuk Cigars, Incorporated, is optimistic over sales for the balance of the year.

Recent visitors at Bayuk headquarters at Sixth Street and Columbia Avenue were J. L. Blackney, of the Blackney Cigar Company, Saginaw, Mich., distributors of Bayuk brands in that territory, and H. D. System, manager of the western Pennsylvania territory, who came in to headquarters to confer with sales manager Newman.

"PALL MALLS" STILL OVERSOLD

I. B. White, manager of the cigar department of John Wagner & Sons, importers and distributors, reports the new "Pall Mall" brand of the American Cigar Company enjoying tremendous popularity, and that they are oversold on two sizes of the brand.

"Haddon Hall" and the "Carl Upmann" brands are also enjoying a splendid sale.

In fact, business with John Wagner & Sons is steadily on the increase and they have just completed the installation of thirty-six additional individual cedar lockers in their fine humidor, for the purpose of keeping the private stocks of cigars of their customers.

Clarence Wilson, of the shipping department, is receiving the condolences of his many friends on account of the loss of his wife, Margaret. Mrs. Wilson passed away last week in the Lankenau Hospital following a serious operation a few weeks ago. She is survived by her husband, one son and one daughter.

FLOOR IN LOUIS KING FACTORY LEASED

The Louis King Cigar Company, Incorporated, with headquarters in Hartford, Conn., and operating a cigar factory at 235 South Third Street, here under the management of A. N. Davis, has leased the third floor of their factory building to Sunray Sweets, Incorporated, for a term of years.

The King Company manufactures the "King Perfecto" and "Havana Shield" brands which are enjoying a good sale.

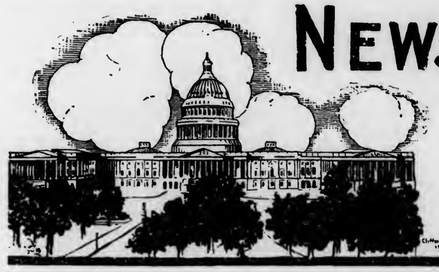
Precious

"Watch those Camels, Peg. They're nine-tenths of the vacation."

Don't deny yourself the luxury of

Camels

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

APPARENTLY greatly alarmed over the increasing volume of bankruptcies in the United States, losses from which in the past five years are declared to exceed $3,000,000,000, President Hoover is paving the way for concrete recommendations for modification of the existing bankruptcy law, now more than thirty years old, in his message to Congress next December by having the Department of Justice make an exhaustive investigation of the situation.

Indicating his concern over the problem, President Hoover declared: "I have authorized the Attorney General to undertake an exhaustive investigation into the whole question of bankruptcy law and practice. It will be a most extensive and vigorous investigation. The work will be under the direction of the Solicitor General and he will be assisted by the Department of Commerce.

"The losses through bankruptcy in the past five years," the President asserted, "exceed $3,000,000,000 and they are now averaging $750,000,000 per annum. The purpose of the investigation is, of course, to propose to Congress some essential reforms in the bankruptcy law and practice."

The bankruptcy situation for some time has been a subject of serious consideration by industry and the legal fraternity generally, and late this spring a voluminous report pointing out the abuses which have grown up under the present law and recommending fundamental changes was submitted to Judge Thacher of the Federal Court in New York by Colonel William Donovan, former assistant to the Attorney General, on behalf of the leading bar organizations. In that report it was pointed out that a number of grave abuses have developed and that the situation has become such as to necessitate drastic action.

Copies of the report are understood to have been submitted to Washington, where they received the serious consideration of officials of the Department of Justice, and the matter was laid before the President with a view to having him initiate action toward bankruptcy reform.

Antitrust Laws May Be Amended

Possibilities of amendment of the antitrust laws are seen in the investigation now being made by the Department of Justice into the bankruptcy situation throughout the country, but such legislation, which, of course, is dependent upon Congress, would be a by-product and not a major development of the bankruptcy survey.

The investigation of bar associations last spring into the bankruptcy situation led to instructions being given by President Hoover to the Department of Justice to look into the matter. Meanwhile, a report prepared for the American Bar Association by its commerce committee holds that small merchants are dissatisfied with the present antitrust laws and amendments are suggested to protect them. Thus it may be that consideration will be given by the Government to the desirability of overhauling the antitrust statutes.

Congress, however, is inclined to go very slow in the matter of upsetting the present antitrust laws, on the theory that the general provisions have been pretty well interpreted by the courts and changes therein might have an adverse effect on their operation.

Representations have been made on numerous occasions for amendments to the law in the interest of modernizing it from the standpoint of changed business conditions, and more for the benefit of those engaged in small undertakings, but thus far without result. While little is to be expected from the short session of Congress convening in December, it is held that there is a possibility that at the next regular session a congressional investigation of the operation of the laws with a view to effecting betterments would be authorized.

Conference of Wholesale Department Managers Called

Specific problems confronting the wholesale manager, trends in merchandise distribution by wholesalers and manufacturers and the development of market centers will be discussed from a practical viewpoint at a conference of managers of wholesale trade departments of chambers of commerce which has been called by the United States Chamber of Commerce to meet in Washington September 15 and 16.

Plans for the meeting are being made by the domestic distribution department of the chamber in response to many requests from managers of wholesale trade departments. It will be exclusively for managers of such departments.

The program for the meeting includes discussion of trends in the distribution of merchandise by wholesalers and manufacturers, from the standpoint of the wholesale manager; specific marketing problems; market centers and prevailing practices in the development of markets, and similar problems.

(Continued on page 13)

* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS. AND MONTGOMERY, Accountants and Auditors.

20,679* Physicians say "LUCKIES are *less irritating*"

"It's toasted"

Your Throat Protection—against irritation—against cough.

©1930, The American Tobacco Co., Mfrs.

SIR WALTER'S

helping you sell pipes!

SIR WALTER'S offering pipe-lovers a *free* booklet on "How to take care of your pipe." You'll want to read this booklet, it's chock-full of sales points about pipes, which you and your salespeople can cash in on, with your customers. It will help you increase your sales of pipes and Sir Walter Raleigh smoking tobacco. How many copies of the booklet shall we send you?

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

PRICE BILL MAY PASS NEXT SESSION

ALTHOUGH Congress failed to pass the Capper-Kelly Price-Maintenance Bill at the session recently adjourned, the advocates of the measure believe that it will be passed by both Houses of Congress during the next session which convenes in December.

The bill was on the calendar of the House since January 27th and was reported to the House under a special rule near the close of the session. Other legislation ahead of the bill was not cleared away in time for a vote but had the session continued a day or two longer there is no doubt but that it would have been passed, possibly by both Houses.

Senator Arthur Capper of Kansas, co-author of the bill, said that no move would be made to have the bill reported to the Senate until after it had been passed by the House. Following this he said a request would be made that the Interstate Commerce Committee holding hearings on the bill similar to those held by the House Committee on Interstate and Foreign Commerce about two years ago. Senator Capper believes that the measure will be passed by the House within three weeks after that body convenes in December and that similar action will be taken by the Senate a short time thereafter.

The Capper-Kelly Resale Price Maintenance Bill came nearest to passage at the last session than at any time during the many years it has been before Congress. Although the proponents of the bill are optimistic over its adoption at the next session, it is admitted that the chain store interests and department stores will make a final strong attempt to squash the legislation.

TAMPA PRODUCTION GAINS IN JULY

Cigar production in Tampa factories for the month of July totaled 38,934,096, an increase of more than four million cigars over the previous month's production, which is considered as entirely satisfactory by the manufacturers of Tampa, when general business conditions are taken into consideration. However, when compared with production for the month of July last year, this year's figures show a loss of more than three million cigars, which, again, is not considered so bad, when it is recognized that the trend today is toward the cheaper brands, and Tampa brands are in the higher priced class.

The production by classes is as follows: Class A —13,883,220; Class B—708,090; Class C—16,725,110; Class D—7,605,276, and Class E—112,400.

UNIVERSAL MODEL S-2 BUNCH MACHINE A MONEY SAVER

THE Universal Tobacco Machine Company, long a pioneer in the cigar making machinery field, has perfected a long filler bunch machine, known as the Model S-2 Universal (cross feed type) Long Filler Bunch Machine, which has been subjected to the severest factory tests in the making of high-grade cigars in large and small clear Havana factories, as well as factories where domestic and blended fillers are used, with the result that its performance has come up to the highest expectations, both as to quantity and quality of the product.

In the Model S-2 machine the filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length, thus insuring well filled out bunches throughout their entire length. This "Cross Feed" method of feeding eliminates faulty bunches from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by this machine that would ordinarily have to be worked up in the bunch.

The filler is fed into the "Cross Feed" trough in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

The Model S-2 is entirely automatic in action. It feeds and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are placing the filler in the "Cross Feed" trough and laying the binder on the rolling table of the machine.

This Universal machine is made with (or without) suction binder table and with (or without) an individual, direct connected, motor driven suction fan. This suction feature holds the binder tightly against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders, because smaller binders can be used.

It produces from 450 to 500 well-conditioned, spongy, free-smoking bunches an hour—the equal of hand work in every respect.

Good conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

This machine can also be used on mold work or in conjunction with the Universal Model R and other automatic cigar rolling machines.

The Model S-2 is built with a special type of friction clutch, which makes the machine run smoothly and reduces its upkeep cost; also an emergency stop which permits the instantaneous stopping of the machine at any point in its operation.

It is also equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It also makes lubrication of the machine much quicker and easier than by any other oiling method.

The machine is quickly and easily adjusted for any size or shape bunch, and for right or left-hand bunches.

(*Continued on page 13*)

In a sportsman it's Fair Play

in a cigarette it's Taste

POPULARITY IN A SPORTSMAN rests first of all on fair play; in a cigarette on better taste.

CHESTERFIELD'S POPULARITY is fairly won with finer tobaccos, blended and cross-blended to give greater delicacy and richer fragrance.

IT TAKES TIME and is costly to make cigarettes the Chesterfield way, but no other way arrives so surely, so completely at what you want most . . . better taste and mildness too.

We state it as our honest belief that the tobaccos used in Chesterfield cigarettes are of finer quality and hence of better taste than in any other cigarette at the price.
LIGGETT & MYERS TOBACCO CO.

Chesterfield

© 1930, LIGGETT & MYERS TOBACCO CO.

FACTORIES ADOPT ADVERTISING ETHICS

FOLLOWING the receipt of signed copies of the code of ethics proposed by the Cigar Manufacturers Committee, as relating to the advertising and selling of cigars, from many of the leading manufacturers of the country, the National Better Business Bureau, Incorporated, has mailed the following letter and copy of the code of ethics to cigar manufacturers urging them to sign and return it to the bureau:

"July 31, 1930.

"To Cigar Manufacturers:

"A substantial portion of the cigar manufacturers have signed and returned the resolution approved by their committee.

"A list of the manufacturers from whom we have heard to date is attached, as is a copy of the resolution. If your firm approves of the resolution but did not previously receive a copy or has neglected to mail it back to us, will you not please take the earliest opportunity to sign the resolution and mail it to the National Better Business Bureau, Chrysler Building, New York City?

"As pointed out in our original communication, signing this resolution places you under no other obligation than to accept the premise incorporated in the statement of the Cigar Manufacturers Committee.

NATIONAL BETTER BUSINESS BUREAU, INC.,
Commercial Department.

RESOLUTION

"A Cigar Manufacturers Committee, acting in the public interest and in behalf of fair play within the industry, having met with the National Better Business Bureau on June 17, 1930, for the purpose of putting their desires into concrete form, do make the following resolution:

"WHEREAS, Cigar Manufacturers adopting the following standards agree that in so far as is possible and practicable it is their desire to promote voluntarily fair play methods of competition in the advertising and selling of cigars, and

"WHEREAS, It is further agreed by Cigar Manufacturers adopting these standards that they desire and will welcome the co-operation of the National Better Business Bureau, Incorporated, as their agency of assistance in carrying out the purposes of these standards, and toward this end it is agreed by each manufacturer that the compliance of his firm to the standards shall be sincere and complete, and

"WHEREAS, Cigar Manufacturers adopting these standards agree to co-operate fully with the National Better Business Bureau in the voluntary maintenance of these standards,

"Therefore be it *Resolved*, That the following standards be adopted to govern the advertising and selling of cigars:

"1. Cigar advertising shall justify consumer belief.

"2. Cigar advertising shall be fair to competition.

"3. Cigar Manufacturers will submit proof of claims made in advertising upon request of the National Better Business Bureau.

"We subscribe to this resolution.

"Firm.....

"Officer....."

CHAIN STORE ORGANIZATION IN BUFFALO

ANNOUNCEMENT has been made that the U. S. Associated Stores, Incorporated, with headquarters at 331 Main Street, Buffalo, N. Y., has been incorporated under the laws of the State of Delaware with an authorized capitalization of $20,000,000 to acquire interests in retail tobacco stores in the United States.

John Brodie, Buffalo capitalist, who retired from active business eleven years ago, is the president of the new concern.

Capitalization of the company is said to consist of 1,000,000 shares of $10 par value, and $10,000,000 of ten-year six per cent. cumulative debenture bonds. The bonds may be called on thirty days notice at 105.

Mr. Brodie came to Buffalo from England in 1919.

FRED BAUER TO SAIL FOR GERMANY

Fred Bauer, United States Agent for Herman Schott, Actiengesellschaft, Rheydt, Germany, manufacturers of cigar labels and bands, etc., expects to sail on August 23d on the SS. Rotterdam, on his annual visit to the factory in Germany.

Mrs. Bauer, and Dr. Bauer, their son, will accompany Mr. Bauer on the trip. They will return early in October, and Mr. Bauer expects to have some very fine novelties, in the way of labels, etc., to show the trade.

LIST OF CIGAR MANUFACTURERS WHO HAVE SIGNED AND RETURNED THE RESULUTION SPONSORED BY THE CIGAR MANUFACTURERS COMMITTEE

Alles & Fisher, Inc., Boston, Mass.; Bayuk Cigars, Inc., Philadelphia, Pa.; Bobrow Brothers, Philadelphia, Pa.; Leon S. Boucher Cigar Co., Joplin, Mo.; Bressler Cigar Co., Freeland, Pa.; H. P. Brewster Co., Rochester, N. Y.; T. E. Brooks & Co., Red Lion, Pa.; Brucker & Boghien, Inc., Philadelphia, Pa.; Corral, Wodiskay Co., Tampa, Fla.; Coony Bayer Cigar Co., Fort Wayne, Ind.; Cascade Cigar Co., North Adams, Mass.; Consolidated Cigar Co., New York, N. Y.; De Nobili Cigar Co., Long Island City, N. Y.; East Prospect Cigar Co., East Prospect, Pa.; Nathan Elson & Co., Chicago, Ill.; Jose Escalanto & Co., Chicago, Ill.

Fair & Square Cigar Co., Red Lion, Pa.; A. Falk & Son, New Orleans, La.; Florida Cigar Leaf Co., Inc., New York, N. Y.; G. H. P. Cigar Co., Philadelphia, Pa.; General Cigar Co., Inc., New York, N. Y.; Goldsmit, Black, Inc., Pittsburgh, Pa.; F. D. Grave & Sons, New Haven, Conn.; Michael Ibold, Inc., Cincinnati, Ohio; Kelly Cigar Co., Red Lion Pa.; Kipp Cigar Co., Hastings, Nebr.; D. Emil Klein Co., New York, N. Y.; Julius Klorfein, New York, N. Y.; P. P. Martinez, Dallas, Tex.; Mazer-Cressman Cigar Co., Inc., Detroit, Mich.; Peter McGuigan & Co., Red Lion, Pa.; Porto Rican American Tobacco Co., New York, N. Y.; C. F. Pusch Sons, Marysville, Kans.

W. H. Raab & Sons, Dallastown, Pa.; E. Regensburg & Sons, New York City; F. R. Rice Mercantile Cigar Co., St. Louis, Mo.; Rush Manufacturing Co., Reading, Pa.; A. Santaella & Co., New York, N. Y.; Schwaber Bros. & Co., Inc., Seattle, Wash.; L. E. Sentz, Felton, Pa.; W. H. Snyder & Sons, Windsor, Pa.; H. Sommer Co., Inc., Quakertown, Pa.; F. A. Streber Co., Warren, Pa.; E. B. Strickler, York, Pa.; G. A. Strobek Co., Red Lion, Pa.; R. G. Sullivan, Inc., Manchester, N. H.; H. Traiser & Co., Boston, Mass.; Van Slyke & Horton, Albany, N. Y.; Waitt & Bond, Inc.; Newark, N. J.; J. C. Winter & Co., Red Lion, Pa.; Wolf Bros. & Co., Red Lion, Pa.; Yocum Bros., Reading, Pa.

News from Congress

(Continued from page 8)

Method of Obtaining Unemployment Figures to be Revised

Appointment of a special committee consisting of representatives of the leading industrial and trade organizations throughout the country and officials of the Departments of Labor, Commerce and Agriculture, to revise methods employed by the Government in the compilation of figures on unemployment has just been announced by President Hoover.

The way for revision of the Government's methods was paved at the last session of Congress by the enactment of unemployment legislation, and the committee will be intrusted with the task of developing the best method of gathering the necessary data.

Pointing out that it is impossible for the Census Bureau to make quarterly surveys of unemployment and admitting that the statistics now gathered by the Department of Labor are inadequate, the President explained that the new committee will be asked to find a new basis for gathering these figures rapidly and at reasonable cost.

Demurrage Charges for Parcel Post

Demurrage charges on parcel post packages not promptly removed from post offices will be imposed beginning October 1, it has been announced by the Post Office Department, under authority granted by Congress last session.

A charge of five cents per day will be made on each parcel found to be undeliverable and not removed by the addressee within fifteen days after the first attempt to deliver or the first notice of arrival at the office of address. A notice of non-delivery will be sent to the mailer of the parcel, who may give instructions for its disposition within the free period.

Parcels bearing a return request may be held in the post office for a period not exceeding thirty days provided the full amount of demurrage is paid in advance.

Adoption of demurrage charges was necessitated, according to postal officials, by the fact that many senders used the post offices for storage, having their packages held until the addressee could pay for and remove them. At some offices, large numbers of parcels were always in "storage" for periods varying from a few days to several weeks, the Government being put to heavy expense for rental of the necessary space and the handling of the matter.

UNIVERSAL MODEL S-2 BUNCH MACHINE

(Continued from Page 10)

The motor furnished with this machine is A. C. ¼ H. P. with wood base and wire connection, 110 or 220-volt, 60-cycle, single phase, or D. C. ¼ H. P. with wood base and wire connection, 115 or 230-volt. Motors varying from the above specifications will be furnished at the prevailing prices at the time.

Cigar manufacturers who are seeking a method of lessening their cost of production in order to compete with the large factories turning out quality machine-made cigars, should not fail to investigate this latest wonderful machine of the Universal Tobacco Machine Company. Further information may be obtained by writing the Universal Tobacco Machine Company at 40 East 34th Street, New York City.

GENERAL CIGAR REPORT

THE General Cigar Company, Incorporated, report for the six months ended June 30, 1930, shows net income of $1,445,971, after interest, depreciation, federal taxes, etc., which is equivalent, after preferred dividends on 7 per cent. preferred stock, to $2.59 a share on the 489,084 no-par shares of common stock. This compares with $1,820,761, or $4.03 a share on 407,570 common shares in the corresponding period of 1929.

Net income for the second quarter of 1930 was $831,721 after above charges, equivalent to $1.52 a share on 489,084 common shares as compared with $614,250, or $1.07 a share in the first quarter of 1930, and $1,115,392, or $2.52 a share on 407,570 common shares in the second quarter of last year.

Income account for six months ended June, 1930, compares as follows:

	1930	1929
Gross earnings	$5,616,328	$6,324,996
Expenses	3,509,456	3,611,454
Operating profit	$2,106,872	$2,713,542
Other income	57,153	53,700
Total income	$2,164,025	$2,767,242
Interest	131,898	281,362
Depreciation, etc.	395,300	421,224
Federal taxes	190,856	243,895
Net income	$1,445,971	$1,820,761
Preferred dividends	175,000	175,000
Common dividends	978,168	815,140
Surplus	$292,803	$830,621

Balance sheet of the General Cigar Company, Incorporated, as of June 30, 1930, compares as follows:

ASSETS	1930	1929
*Real estate equipment, etc.	$5,089,502	$5,040,066
†Cigar machinery	2,235,332	2,341,985
Investments	.....	.....
Goodwill, patents, etc.	1	1
Gold notes	.....	.....
Mortgages rec.	90,000	120,000
Employes stock subs.	1,083,472	868,312
Inventories	23,786,306	21,417,474
Notes receivable	42,050	55,307
Accounts receivable	3,928,036	3,955,918
Cash	1,284,490	1,724,842
Deferred charges	222,710	343,188
Total	$37,761,899	$35,867,066
LIABILITIES		
Preferred stock	$5,000,000	$5,000,000
Common stock	‡5,298,410	407,570
Special capital reserve	1,000,000	1,000,000
Gold notes	4,200,000	4,900,000
Dividends payable	489,084	.....
Mortgages payable	63,250	66,500
Acceptances payable	1,500,000	.....
Notes payable	.....	6,000,000
Accounts payable and accrued liabilities	1,852,341	1,344,534
Federal tax reserves	467,871	464,783
Insurance reserve	500,000	500,000
Capital surplus	4,970,931	4,970,931
Unappropriated surplus	12,420,012	11,212,748
Total	$37,761,899	$35,867,066

*After depreciation. †Less amortization. ‡Represented by 489,084 no-par shares.

UNITED TO MOVE HEADQUARTERS

THE TWELVE-STORY building at 44 West Eighteenth Street, New York City, which has housed the offices of the United Cigar Stores Company for many years, has been leased to the Madis Realty Corporation for a period of twenty-one years from October 1st, at an annual rental of $42,000, in addition to all taxes, assessments, etc., and the lease being subject to mortgages to the extent of $525,000.

The United Cigar Stores Company will remove their offices to the Plaza Building, on the east side of Madison Avenue, between Fifty-eighth and Fifty-ninth Streets, where they have leased the sixth and seventh floors from the Madis Realty Corporation for a period of fifteen years from October 1st, with the privilege of two renewal terms of five years each, at an annual rental of $100,000, and the two leases being interrelated with the right of offset, one against the other.

The new offices of the United Cigar Stores Company will occupy fifty thousand square feet of space, which will make for better efficiency of the force of one thousand office employees.

REYNOLDS METALS INSTALLS LABORATORY

Reynolds Metals Company has installed a control and testing laboratory in their Richmond, Va., foil plant, which was recently acquired from Lehmaier, Schwartz & Company, Incorporated. This plant is devoted exclusively to the manufacture of foils used by cigarette manufacturers, and the laboratory was installed to give the same uniformity of foil which is secured in the Louisville plant of Reynolds Metals. Plans are now being considered for rearranging and altering the equipment at Richmond to correspond with the efficiency and low production costs now prevailing at the Louisville plant.

The board of directors of Reynolds Metals has declared a quarterly dividend of fifty cents, thus placing the stock on a $2 annual basis, as against $2.40 previously. The dividend is payable September 2d to stockholders of record August 15th.

GIRL PICKET GETS TEN DAYS

Sylvia Herman, seventeen, of Sixth Street near Spruce, was sentenced to serve ten days in Moyamensing Prison on August 1st by Magistrate Zweig on testimony of Detective Murphy, who arrested her in front of the plant of the Consolidated Cigar Company, Randolph and Jefferson Streets, that she was distributing pamphlets among the workers and urging them to strike. She said she was a worker for the Communist party.

After the prisoner had thrice told the magistrate that she would not promise to keep away from the plant unless so commanded by her "organization," the magistrate imposed the sentence.

"See what your organization can do about that," he suggested.

NEW STORE OPENS

Jack Goldstein, formerly associated with the Post Cigar Company stores, has just opened a beautiful store at 609 Market Street, with a full line of popular brands of cigars at extreme cut prices, and also a full line of patent medicines and drug accessories. The store is known as Burdan's and the show windows and store fixtures are thoroughly modern in every respect.

AMERICAN CAN IN ENGLAND

ANNOUNCEMENT of the formation of British Can Shares, Inc., in Delaware, was reported to indicate that the American Can Company would have a substantial interest in the British Can Company, Limited, of England.

British Can Shares, Incorporated, will own a substantial interest in the British Can Company, Limited, one of the largest manufacturers of tin containers for tobacco and food products in the British Isles.

The following officers and directors of British Can Shares, Incorporated, have been elected: President, Henry W. Phelps, president and a director of the American Can Company; vice-president, R. M. McMullen, chairman of the board of Thermokept Company; secretary-treasurer, Charles E. Green, comptroller and a director of the American Can Company. The above will also be directors of British Can Shares, Incorporated, together with Geo. K. Morrow, chairman of the Gold Dust Corporation and chairman of the United Cigar Stores Company, and Harry Graver, vice-president and director of the American Can Company.

JULIUS HIRSCHBERG DIES IN FLORIDA

Julius Hirschberg, former leaf tobacco dealer of this city, died at his home in Jacksonville, Fla., on Sunday, July 26th, following a heart attack.

The body was shipped to Philadelphia, and funeral services were held at 2009 North Broad Street, with interment in Adath Jeshurun Cemetery.

Mr. Hirschberg was seventy-two years old, but was actively engaged in the real estate business in Jacksonville, up until a short time before his death.

He was a former partner in the firm of Julius Hirschberg & Brothers, at 259 North Second Street.

He was chairman for Florida of the American Jewish Relief Committee, and a member of the Masonic Order and the Elks.

He is survived by his widow, Mrs. Mena Hirschberg; a son, Morton R.; a daughter, Hannah Helen; three brothers and two sisters.

DRUG, INCORPORATED

Volume of business transacted in the United States alone by Drug, Incorporated, is estimated at approximately $160,000,000 a year, according to an article in *Dividends*, a monthly organ of Kidder, Peabody & Company.

Including the shares issued in connection with the absorption of the Vick Chemical Company, Drug, Incorporated, now has outstanding 3,501,499 shares. It is believed that current earnings are running at a rate in excess of $6 a share per annum.

PENNSYLVANIA TOBACCO CROP DAMAGED

The Crop Reporting Board of the Department of Agriculture, at Washington, reported on Tuesday that the prospective yield per acre of Pennsylvania crops would be 6.1 per cent. under the average yield secured in the ten-year period between 1919 and 1928.

The decline since July 1st, when the temperature reached and maintained a maximum, was reported to be 22.5 per cent. The severe dry weather is now affecting the crop adversely.

In reference to the tobacco crop in Pennsylvania, the board reports that in the filler districts the decline has amounted to 15 per cent.

NEW TOBACCO BULLETIN AVAILABLE

THE tobacco trade of the United States will be interested in a bulletin recently released by the Bureau of Foreign and Domestic Commerce concerning the tobacco industry of the Netherlands and its island possessions. The bulletin is a Trade Promotion Series (No. 89), entitled, Tobacco Trade of the Netherlands and the Netherlands East Indies, and prepared by Louise Moore, Assistant Tobacco Specialist of the Bureau under the direction of B. D. Hill, now Chief of the Tobacco Division.

The Netherlands is one of the most important European tobacco markets of the United States, not only consuming large quantities of United States tobacco but also furnishing an emporium where all Europe may conveniently purchase. More than five million dollars worth of United States leaf tobacco and tobacco products were absorbed by the Netherlands market in 1929, 65 per cent. of which were the dark fired tobaccos of western Kentucky and Tennessee, and 23 per cent. bright flue-cured tobaccos used in the manufacture of cigarettes. The remaining 12 per cent. of market absorption of United States tobacco consisted of Maryland and Ohio Export, Dark Virginia and small quantities of Burley and other types. Thus it may be noted that the Netherlands leaf tobacco market is one of interest in some way to all American producers and exporters.

The Netherland East Indies occupies the anomalous position of being competitor and customer of the United States at the same time. Competitor when certain Java types meet Maryland, Kentucky, and Tennessee tobaccos on European markets, and customer when American raw tobacco is needed for Java factories. During 1929, Java and Madura cigarette factories consumed nearly 16,000,000 pounds of United States flue-cured tobacco. As this is one of the new markets which has been marked by rapid development since the world cigarette consumption began to increase, all particulars concerning its possibilities and background will be appreciated by anyone interested in United States flue-cured tobaccos.

This bulletin also supplies information of particular interest to cigar manufacturers of the United States. There are presented some comprehensive facts concerning the economic factors surrounding the production of cigar tobaccos in the Netherlands East Indies; labor and production cost; the difference between native and estate production; consolidation of the producing companies; position of the Chinese buyer; and general information concerning production, harvesting, curing and fermenting the tobacco crop of the Netherland East Indies.

A copy may be obtained for fifteen cents from the Superintendent of Documents in Washington, D. C., or any District Office of the Bureau.

A. T. REPRESENTATIVE HERE

William H. Frank, special navy representative of the American Tobacco Company, was a recent visitor at the Philadelphia Navy Yard in the interest of "Lucky Strike" cigarettes, of which the boys in the navy consume quite a few.

CONGRESS CIGAR COMPANY

Congress Cigar Company declared the regular quarterly dividend of $1 a share on common stock, payable September 30 to stock of record September 15. Three months ago annual dividend rate was reduced to $4 and $5.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

ADVERTISING EXPENDITURES INCREASE

EXPENDITURES of $4,624,248 were made for cigar, cigarette and tobacco advertising during the first seven months of 1930 in national magazines, national farm magazines and for radio broadcasting, an increase of $591,421 over the $4,032,827 which was spent during the same period in 1929. This increase represents 14.4 per cent. increase for the first seven months of 1930, compared with the first seven months of 1929, according to the business survey department of Dorrance, Sullivan & Company, New York advertising agents.

The accumulative total for the first seven months of 1930 in national magazines was $3,535,449 as against $3 208,366 during the same period in 1929, a gain of 7.3 per cent. The accumulative total for cigar, cigarette and tobacco advertising in national farm magazines for the first seven months of 1930 was $146,-875 as against $171,532 during the same period of 1929, or a loss of 14.3 per cent. The accumulative total for radio broadcast advertising for the first six months of 1930 was $941,924, compared with $652,929 for the first six months of 1929, a gain of approximately 45 per cent.

Cigar, cigarette and tobacco advertising in July in national magazines, national farm magazines and for radio broadcasting amounted to $725,385, an increase of $99,734 over the July, 1929, figure of $625,651, a gain of 15 per cent.

In national magazines advertisers spent $550,569, a gain of $53,010 over the July, 1929, figure, which was $497,559.

National farm magazine cigar, cigarette and tobacco advertising in July, 1929, was $25,706, a gain of $5765 over the July, 1929, total of $19,935, or approximately 28 per cent.

Radio broadcast advertising in June amounted to $149,116, as compared with $108,157 during June, 1929, a gain of 37 per cent.

FEMALE PRISONERS WANT TO SMOKE

Inmates of the State Prison for Women at Auburn, N. Y., want equality with the inmates of Auburn State Prison for Men in smoking privileges.

This was disclosed in a report accompanying that submitted by the Cayuga County Special Grand Jury to Supreme Court Justice Benjamin B. Cunningham, after an investigation of nearly seven months.

"We find that the only decided cause of dissatisfaction in the Women's State Prison is the rule preventing women from smoking. The inmates feel that it is a privilege that is given the men and should be given them if they care to use it," the report stated.

KANSAS DEALERS FIGHTING TAX

Kansas retail cigar and cigarette dealers are showing their dissatisfaction with the State cigarette tax by refusing to renew their licenses after their expiration on June 30th.

Up to that time only about 50 per cent. of the dealers had renewed their licenses, and a week's grace was granted those who wished to renew.

One hundred seventy-nine of the dealers who bought licenses in 1929 in Sedgwick County failed to renew them for this year.

Those who have not renewed their licenses and who continue to sell cigarettes are liable to a fine of from $200 to $500 and a jail term of from one to six months.

LESS SUMATRA SOLD THIS YEAR

THE sales of Sumatra tobacco at the six auctions which have been held in Amsterdam since the beginning of the year up to the end of May amounted to 143,218 bales, a decline of 13,343 bales as compared with the same period in 1929 when the sales amounted to 158,561 bales. However, according to Consul General Charles L. Hoover, in a report made public by the Tobacco Division, Department of Commerce, the private sales are believed to have been much larger this year than last as the recorded arrivals up to the end of April, the last month for which figures are available, were only about 3600 bales less than last year. The crop of the Arendsburg Maatschappij was sold at the Rotterdam auction in 1929, so that if the amount of tobacco offered by that company be deducted from the total sales by the most important plantations at Amsterdam this year in order to make the comparison more exact, the total sales in 1930 amount to only 125,890 bales.

The quantities sold by the larger companies and the average prices obtained are shown in the following table:

Company	Quantities Sold 1930 (Bales)	Prices per ½ Kilo 1930, U. S. Currency
Deli Maatschappij	44,198	$0.98
Deli-Batavia Mij., ...	30,242	.60
Senembah Mij., ...	17,328	.80
Arendsburg Mij., ...	17,328	.69
De Oostgust Mij., ...	10,465	.36
Holland-Deli Company.	1,835	.48
Holland-Langkat Co.,..	1,131	.20
Holland-Sumatra Co.,.	1,782	.46
Kolonaile Coltuur	941	.49
Ribboen Tabak Mij., ..	1,441	.80
Serdang Cultuur Mij.,.	3,788	.86
Soengei-Lipoet Mij., ..	3,632	.38
Total	143,218	

It is generally agreed that the quality of the 1929 Sumatra crop is considerably below that of 1928, and this opinion is borne out by the low average prices which were obtained in spite of the fact that as high as $3.90 per half-kilogram was paid for American grades, the average price for these grades having been $1.91 per half-kilogram. Furthermore, it is said that apparently the higher qualities of the earlier crops which were being held by speculators here have been largely sold out so that the average prices for this year, as shown in the foregoing table, would have been much higher, in the face of the limited supply available, if the quality of the majority of the lots had not been much below the average. The results of the auctions, therefore, indicate that the quality of the Sumatra tobacco offered this year is distinctly below the average in quality and also that the quantity is somewhat smaller than the 1928 crop.

The Hungarian, Austrian, Swedish and French regies have been active in the purchase of Sumatra tobacco, but mostly for the lower grades which are not suitable for the American market, although the buyers for the Hungarian regie outbid the American buyers at the sixth auction which was held on May twenty-eighth. The buying on account of Germany has been distinctly below the level of last year, but the financing of the purchases for that country appear to be taking a more satisfactory course than last year and the credit situation in the German tobacco trade has been at least partially liquidated in spite of the depression which still continues in most German industries. The purchases for the Netherlands have been about normal although the cigar manufacturers of this country have experienced some difficulty in obtaining qualities suitable for their purposes.

The fact that the greater part of the manufacturers cannot lay in in one season a supply sufficient for more than one year, makes each new crop a matter of intense interest, as they must buy whether the quality of the tobacco offered is good or bad, and this statement is said to apply to the American purchasers. This condition has a favorable influence on the course of prices, as the extra good lots which appear even in years when the crop is considered a failure tend to compensate for the loss which the plantation companies suffer as a result of poor returns from the bulk of the crop. Furthermore, the development of the cigar industry in the Netherlands itself is a factor of strength in the market.

It is estimated that the 1929 crop contained only about half as much "sand leaf" as that of 1928, especially as the sand leaf suckers, or offshoots, contain practically no wrapper grades suitable for the manufacture of the better quality cigars, and consequently the competition for the comparatively small amount of good tobacco has been very keen so that it is predicted that such Sumatra tobacco as remains will probably attract little attention at the auctions still to be held. However, the pessimistic forecasts which are almost invariably made in connection with the auctions are generally largely discredited, and the rumors which are spread regarding the complete exhaustion of the stocks of the better qualities should be taken with a certain reserve. It is not possible to determine the amount of tobacco still remaining in the hands of the buyers from the old crops, but the American grades from the 1928 crop were smaller than in the 1929 crop which first began to come on the market in March, 1930. Many shipments of old tobacco made in April and May, 1929, were to fill orders taken in March and April, 1930, so that apparently the volume of the 1929 crop was not sufficient to meet the demand in the United States and consequently the old crops were so completely cleared up by the end of the year that little remained to be shipped during 1930. It is not safe to say that practically all the American qualities of Sumatra tobacco from 1928, and earlier, were sold by the end of 1929, but the small shipments of old tobacco and the large shipments of the new tobacco during the first five months of 1930, would indicate that there is now very little Sumatra tobacco on the market other than the 1929 crop. At any rate, the outstanding feature of the January-May, 1930, shipments is the very small proportion of old tobacco in comparison with the shipments in the same period of 1929.

CONSOLIDATED EARNINGS

The Consolidated Cigar Corporation report for the six months ended June 30, 1930, including its subsidiaries, shows net profit of $1,082,260 after interest, depreciation and federal taxes, equivalent, after dividend requirements on 6½ per cent. prior preferred stock and 7 per cent. preferred stock, to $2.51 a share on 250,000 no par common shares.

This compares with $1,445,259, or $3.86 a share for the same period of 1929. For the second quarter of 1930, net profit was $584,787 after above charges, equivalent to $1.44 a share on the common as compared with $497,473, or $1.07 a share in the preceding quarter and $776,335, or $2.15 a share in the second quarter of 1929.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

AXTON-FISHER TO ENLARGE FACTORY

The Axton-Fisher Tobacco Company, of Louisville, Ky., manufacturers of "Spud" cigarettes and other brands, has closed a deal for the purchase of the property at the northwest corner of Eighteenth and Breckinridge Streets, in Louisville. The property includes two and a half acres of ground and a large three-story brick and frame building, which the tobacco concern plans to use for a warehouse, in keeping with its policy of expansion, after spending approximately $5000 in remodeling the building.

ABE CARO IN TOWN

Abe Caro the "Optimo" booster, representing A. Santaella & Company, is in town this week boosting the sale of "Optimo" cigars, and making his headquarters with the local distributors, Yahn & McDonnell Cigars, 617 Chestnut Street. Yahn & McDonnell keep the Santaella shipping department busy with express shipments to meet the heavy demand for this brand in this territory.

PARK & TILFORD'S NEW BRAND

Park & Tilford announce the production of a shade wrapped Vuelta Abajo filled cigar to be sold by the Park & Tilford stores and by consignment agencies operating in New York.

The new cigar is to be known as "Hampton Court" and is wrapped in cellophane. The workmanship is Spanish hand made and will retail at from ten cents to three for fifty cents.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MARJUNE:—45,768. For all tobacco products. July 26, 1930. Sam Eisenberg, Chicago, Ill.

BIG RUSH:—45,758. For chewing and smoking tobacco. June 6, 1930. Fisher & Koser Tobacco Co., Hanover, Pa.

BELSTOT:—45,759. For all tobacco products. July 18, 1930. George Schlegel, Inc., New York, N. Y.

TRENTWOOD:—45,761. For all tobacco products. July 21, 1930. American Litho. Co., Inc., New York, N. Y.

CLUB MADRID:—45,765. For all tobacco products. July 23, 1930. George Schlegel, Inc., New York, N. Y.

WEE-MAC'S:—45,765. For all tobacco products. July 24, 1930. J. J. McCauley & Son, Uhrichsville, Ohio.

TRANSFERS

PIZARO:—26,714 (Tobacco World). For cigars, cigarettes and cheroots. Registered August 25, 1910, by Heywood, Strasser & Voigt Litho. Co., New York, N. Y. Through mesne transfers acquired by Miguel Angel Castillo, Chicago, Ill., and re-transferred to Casimiro Parrino, Chicago, Ill., July 10, 1930.

EL ABSOLUTO:—19,132 (Tobacco World). For cigars, cigarettes and cheroots. Registered November 26, 1909, by Moller, Kokeritz & Co., New York, N. Y. Transferred to Tierra Del Lago Cigar Co., Tampa, Fla., and re-transferred to Pamies & Sons, Inc., Tampa, Fla., May 8, 1930.

OAKLAND, State of Connecticut. For cigars. Registered July 16, 1915, by The Yost Cigar Factory, Inc., Bridgeport, Conn. Transferred to Bernstein & Kursman, Inc., Bridgeport, Conn., July 18, 1930.

THE YOST CIGAR, State of Connecticut. For cigars. Registered March 11, 1911, by I. Haffich, Bridgeport, Conn. Transferred to Yost Cigar Co., and re-transferred to Bernstein & Kursman, Inc., Bridgeport, Conn., July 18, 1930.

MENGEL RETIRES BONDS

The Mengel Company, of Louisville, Ky., manufacturers of cigar boxes, cases, etc., has announced the retirement of $200,000 of bonds maturing in March, 1932, and $200,000 of bonds maturing in March, 1933. The board of directors has also declared the regular quarterly dividend of fifty cents a share on the common stock.

CONSOLIDATED CIGAR DIVIDEND

Board of directors of the Consolidated Cigar Corporation has declared regular quarterly dividend of $1.25 a share on the common stock of the company, payable October 1st to stockholders of record September 15th. A quarterly dividend was also declared at the same time of $1.75 on the preferred stock, payable September 1st to stockholders of record August 18th.

WEBSTER-EISENLOHR INCOME

Webster-Eisenlohr, Incorporated, report for the first six months of 1930 shows a deficit of $112,460, as compared with a net income of $237,765 for the same period of 1929.

Deficit for the second quarter of this year amounted to $7088, as against net income of $165,551 for the second quarter of 1929.

LEAF TOBACCO STOCKS LESS

Stocks of leaf tobacco held by dealers and manufacturers July 1 are announced by the Department of Agriculture to have totaled 1,732,026,000 pounds of all types, as compared with 1,965,246,000 pounds on April 1 this year and 1,683,732,000 pounds on July 1 last year.

Cigar-filler types totaled 164,589,000 pounds, against 165,004,000 on April 1 and 166,900,000 on July 1 last year. Of the total, Pennsylvania seedleaf aggregated 96,146,000 pounds, against 93,795,000 on April 1 and 93,861,000 on July 1 last year.

Stocks of Pennsylvania seedleaf, Type 41, was composed of 2,748,000 pounds of binders and tops, against 1,399,000 on April 1 this year; fillers, locally known as wrappers or B's, 69,287,000 pounds, against 71,735,000, and stemming farm fillers, ground leaves and crops unsuitable for sorting, 23,831,000 pounds, against 20,303,000.

UNITED STORES CORPORATION EARNINGS

Report of United Stores Corporation for the period from June 8, 1929, when the corporation was organized, to June 30, 1930, shows a deficit of $34,401.

$29,000,000 IN DIVIDENDS

(Continued from Page 4)

greater increase was shown, net for 1928 reaching $25,014,434, or $11.19 a share on the then outstanding 1,952,917 combined common and common B shares.

With the price of "Lucky Strike" restored to its old basis in October, 1929, net for that year jumped to $30,182,669, or $11.53 a share on the 2,343,508 combined common shares outstanding as a result of sale of additional common B to stockholders at $125 a share last August.

Following approval by stockholders at the special meeting July 28, there will be outstanding 1,609,696 shares of common and 3,077,320 shares of common B, a total of 4,687,016 shares, in addition to stock to be issued to employees and officers under a profit-sharing plan.

Coincident with payment of the one hundredth consecutive quarterly common dividend September 1, the company will pay an extra of $4 a share on the old stock. The new common, beginning with the one hundred and first quarterly disbursement in December, will be on a $5 annual basis, equivalent to $10 on the old stock, which paid $8.

With the exception of sale of stock to shareholders in 1929, this split-up is the first capital change since 1924, when the common and common B were split two-for-one and par reduced from $100 to $50. The new stock will be $25 par.

Some idea of the profits accruing to stockholders of American Tobacco Company may be obtained by observing that the shareholder who bought five shares of the B stock at its high of 169⅞ before the split-up in 1924, and exercised his rights last year, would have twenty-four shares of the new B stock to be issued, which cost him a total of $1099 and which were worth, on the basis of the opening quotation of 114¾ for the new stock on the New York Curb, an aggregate of $2754, representing a profit of $1655. This is in addition to $426 received in dividends, making a total profit in five years of $2081 on an investment of $1099, equivalent to 190 per cent.

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VOLUME 50 No. 17

THE TOBACCO WORLD

AUTOKRAFT BOX CORP.

Its Only A Short Time Since The NEW AUTOKRAFT WOODEN CIGAR BOX Was Introduced

Some of the largest and most progressive cigar manufacturers recognizing this distinctive creation have better packed, and distributed in this preferred box over 750,000,000 cigars, because it is the most economical and practical package for cigars.

It gives maximum protection and presents the finest and most artistic package possible.

THE NEW AUTOKRAFT WOODEN CIGAR BOX
THE
BETTER CIGAR BOX

Manufactured and Distributed by the

Phila., Pa. Hanover, Pa. Cincinnati, Ohio. Kansas City, Mo.

AUTOKRAFT BOX CORPORATION
LIMA, OHIO
YORK, PA.

St. Louis, Mo. Chicago, Ill. Detroit, Mich. Hopkinsville, Ky.

AUTOKRAFT AUTOKRAFT

A NATIONWIDE SERVICE

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Seasoned in the Wood

A familiar process applied to all good things that must be mellowed before being consumed.

Cigars are properly seasoned when packed in wooden boxes. The dryness and bite of tobacco is removed and the natural spice and aroma of the wood is blended into the sweetness and fragrance of the tobacco. Thus your cigar is enjoyable sweet, cool and mellow.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 17

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, SEPTEMBER 1, 1930 — Foreign $3.50

CONNECTICUT HAS WORST HAIL STORM

WHAT IS described by some experienced tobacco men as the worst hail storm that has ever visited that section, hit sections of the Connecticut Valley tobacco growing territory, on Saturday, August 16th, destroying approximately 4000 acres of tobacco.

This last hail storm brings the total acreage damaged this season to more than 9000, since this was the fourth storm to hit that section this year.

So severe was the storm that hail stones accumulated to a depth of four inches in many places and the tobacco standing in the fields is a total loss.

Three persons were killed when a tobacco barn in which they had taken shelter was struck by lightning, and another person was seriously injured.

While the area devastated by the storm is not as great as that stricken by the great storm of 1929, it also came a little later in the season with the result that more of the crop had been harvested. However, such tobacco as was left in the fields is a total loss.

Many growers who suffered severe losses last year are also badly hit by this year's storm, and it seems absolutely necessary that they must be given outside assistance in the matter of finances in order for them to continue to grow tobacco.

State and county officials of the Agricultural Department have been holding conferences in an effort to find ways and means of assisting the growers, and many plans have been suggested.

The two most likely plans seem to be in the formation of a co-operative association, when aid may be rendered by the Federal Farm Board, or the granting of financial assistance by the packing firms.

Estimates of the financial loss by the growers is conservatively placed at $1,500,000, and this coupled with the losses suffered last year, it is predicted that it will take a period of ten years for a complete recovery.

Another disaster, and by no means a small one, is the throwing out of employment of more than 1000 persons who were contemplating employment when the crop was harvested.

A similar storm, though of less intensity, visited the Havana seed area in Massachusetts on Sunday, August 17th, and badly damaged 500 acres of tobacco in that section.

VINCENT RIGGIO RETURNS FROM TRIP

Vincent Riggio, vice-president and sales director of the American Tobacco Company, has returned from a trip to Europe.

Mr. Riggio was accompanied by his wife and they made a tour through England and parts of the continent.

UNITED CIGAR REPORTS

THE United Cigar Stores Company reports for the six months ended June 30, 1930, including its subsidiaries, loss of $524,722 from store operations, and profit from real estate and financial operations of $755,656.

Proportion of loss of Happiness Candy Stores, Incorporated, and its subsidiaries applicable to United Cigar Stores Company, $219,232, leaving combined net profit for the period of $11,702, equivalent to six cents a share on 192,000 shares of 6 per cent. preferred stock.

In the first six months of 1929, loss from store operations was $1,148,792, profit from real estate and financial operations $1,019,936, and Happiness Candy Stores loss $123,195, making combined net loss of $252,051.

The consolidated balance sheet of the United Cigar Stores Company and subsidiaries (tentative and subject to audit) as of June 30, 1930, shows $126,818,628 on June 30, 1929, and $72,669,522 on June 30, 1930, as total assets. Good will and leaseholds are shown at $1 as against $34,440,532 a year ago; earned surplus $703,530 as against a deficit of $776,286 the previous year. Cash, call loans and marketable securities at cost aggregated $8,180,224.

George K. Morrow, president, states in a report accompanying the financial report, that "Gross sales show an increase of 6 per cent. in volume over last year.

"The increase in the number of customers as shown by the increased number of individual sales, was, however, much greater, but owing to the lower prices which obtained in the retail tobacco trade this year, this increase is not adequately reflected in the gross sales. On the other hand, the increase in the manufacturers' prices contributed greatly to reduce the gross profit. To accomplish an increase of over 6 per cent. in gross sales the company was required to sell merchandise the total cost of which to the company was 16 per cent. more than last year. Stated in other terms, the company's percentage of gross profits was reduced by the factors above mentioned from 33 per cent. to 27 per cent. and in actual amount, $1,888,360.70.

"On the other hand, the increase in the gross sales and in the number of customers has been accomplished at greatly reduced expense. Store operating and depot expenses were reduced $1,803,096.54 in the six months' period, or nearly 14 per cent. Administrative and general expenses were reduced $723,415.99 or over 38 per cent.

"The outlook for the company's business for the next six months is good and the company's business, while still in the process of rehabilitation, should continue to show improvements."

PHILADELPHIA.

BAYUKS BOOSTING CIGAR SALES

FOLLOWING out the policy recently adopted at Bayuk Cigars, Incorporated, to boost the retailer's business and the cigar business in general, without any specific reference to their own brands, Phil M. Phulofax, D. B. I., recently associated with Bayuk Cigars, Incorporated, mailed a card measuring 14 inches by 11 inches to retailers throughout the country, in ample time to reach them for display before the Labor Day holiday period, to assist them in selling more cigars.

On the back of the card the retailer is urged to display the card in a conspicuous place in his store, and the face of the card bears the following message to the consumer in large size red and blue lettering:

Lucky man!
Another long holiday—
Brimful
Of rest and
Recreation!!

Don't go away without
A fresh box of
Your favorite cigars

SATURDAY SUNDAY MONDAY

This card, properly displayed, should assist the retailer to cash in on this holiday trade.

WURMAN RETURNS FROM VACATION

Harry Wurman, vice-president and general production manager of Bayuk Cigars, Incorporated, has returned from a vacation trip in the Adirondack Mountains, and is preparing for an increase in production of Bayuk brands just as soon as the vacation season is over.

E. Sharrock, local sales manager, has also returned from his vacation, spent in the Canadian section, and is preparing for an aggressive campaign on Bayuk brands for the fall months.

BAN ON CIGARETTE ADS MAY BE LIFTED

There have been persistent rumors in authentic advertising circles for some time that the *Saturday Evening Post* contemplated lifting the ban against cigarette advertising, although the rumor could not be confirmed.

For a great number of years the *Saturday Evening Post* has refused to accept any insertions of advertising pertaining to cigarettes, although it has accepted advertising of cigar manufacturers, pipe manufacturers and smoking tobacco.

SCHWARTZ OFF ON VACATION

BEN SCHWARTZ, vice-president of the Congress Cigar Company, is away on his first vacation in several years, and he has promised to get the utmost enjoyment from it. His first stop was Atlantic City, and from there on he has kept his route a secret but promises full details on his return.

Messrs. Black and Goldsmit, of the Goldsmit-Black Company, Pittsburgh, distributors of the "La Palina" in that territory, were recent visitors at the Congress headquarters at Third and Spruce Streets, conferring with Sales Manager Willis Andruss. "La Palina" sales in Pittsburgh territory are showing a steady increase.

SAM ADLER A VISITOR

Sam Adler, of Villazon & Company, was a visitor at John Wagner & Sons, Dock Street, distributors of "Villazon" cigars for this territory. The "Villazon" brand is enjoying a splendid call in this territory, as well as in other parts of the country.

Percy Myers and C. W. Saunders, of the Cortez Cigar Company, also were visitors at the Wagner headquarters and reported a splendid demand for their "Cortez" brand. They will have a handsome new Christmas package ready for the trade in a short time.

E. Popper, of E. Popper & Company, New York City manufacturer of the well-known "Tudor Arms," was in town this week. This brand is also a ready seller with the Wagner firm. In fact, they report a highly satisfactory call on all the brands they distribute, and remarked that the imported brands are holding up particularly well.

WEBSTER-EISENLOHR SALE DENIED

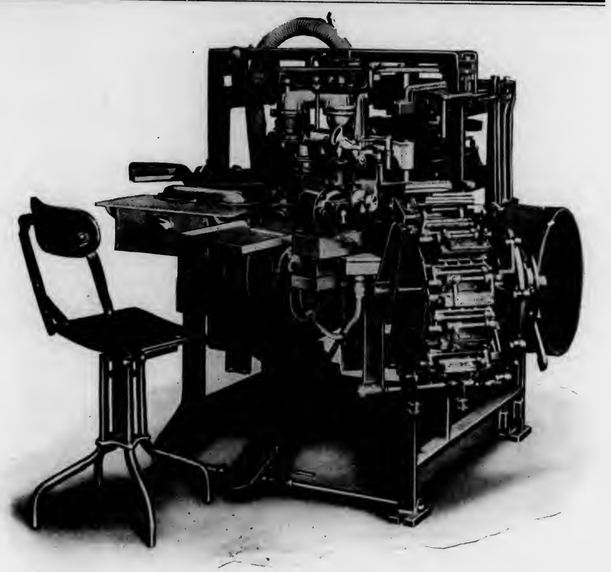
Because of persistent rumors in certain territories to the effect that the Webster-Eisenlohr Company was contemplating a sale of the company, Joseph F. Cullman, Jr., president of the company issued the following statement recently.

"Because of the increasing popularity of our products, as well as greater confidence and co-operation from our distributors, a malicious rumor has been circulated that there have been negotiations for the sale of this business to a competing manufacturer.

"As president of this company, after consultation with the majority stockholders on same, I wish to deny that there has been any basis of fact or fancy for such a report."

The Model R Universal Automatic Cigar Rolling Machine

Is Designed to Work in Combination With any of the four Universal Bunch Making Machines Models L, S, S-2 and T.



$7,500

Convenient Time Payments in United States and Canada.
Prices, F. O. B. Our Plant, Newark, N. J., U. S. A.

AFTER our long and continued success in the development of Cigar Making Machinery, starting with the Model M Universal Tobacco Stripping and Booking Machine, down to our latest, the Model S-2 Universal "Cross-Feed Type" Long Filler Bunch Making Machine, it was the next logical step that we should develop a machine that would complete the process and deliver the finished Machine-Made Cigar.

Before designing the Model R Universal Automatic Cigar Rolling Machine, a thorough investigation was made with a view to avoiding or correcting the faults existing in other Cigar Making Machines. The result is a compact machine, simple in operation, sturdy in construction, with a minimum number of parts all of which are interchangeable.

The Model R Machine has been subjected to a series of most severe tests in factories making cigars of varying shapes and sizes, from all kinds and grades of tobacco, with the result that it is now being offered to cigar manufacturers supported by the enthusiastic approval of those practical cigar men who have proven the machine and are now using it in their own cigar factories.

The Model R Machine, which will produce from 400 to 500 cigars an hour, depending on the efficiency of its operator, is timed to a capacity of ten (10) cigars a minute. The Model R requires but one operator to effect a saving of $1.00 and upwards a thousand under the lowest cost heretofore obtainable in Machine Made Cigars.

COMPLETE visibility in all of its operations is one of the outstanding features of the Model R Machine. Before the bunches are placed into the individual turret molds of the Model R Machine they are inspected for imperfections by the operator of the Universal Bunch Making Machine. "Throw outs" are eliminated before the bunches are placed into the individual turret molds of the Model R Machine. The result is that imperfect bunches are, of course, never rolled on the Model R Machine.

This means an important saving of binder and wrapper stock, which ordinarily is spoiled and scrapped on imperfect bunches made on other types of Automatic Cigar Machines.

There are always ten bunches under pressure in the individual turret molds of the Model R, and the pressure on each bunch is uniform throughout and for the same length of time. The bunches in the individual turret molds are all subject to the same atmospheric conditions, and for the same period of time. This condition cannot prevail where cigars remain in wooden molds from several minutes to hours, over night, and often over a week-end.

Aside from the increased production and saving in stock and labor costs you are always assured of a uniformity in the size, shape, appearance and condition of cigars made on the Model R Universal Automatic Cigar Rolling Machine.

The Model R Machine is sold outright, thus relieving the cigar manufacturer of all unnecessary royalty or leasing entanglements.

UNIVERSAL TOBACCO MACHINE CO.

40 EAST 34TH STREET, NEW YORK

CIGARETTE MAINTAINS TOBACCO PROSPERITY

AN OUTPUT of American cigarettes this year which will surpass last year's record total of 127,400,000,000, despite world-wide business depression, is indicated in the sixth annual world survey of the tobacco industry just completed by Chas. D. Barney & Company, members of the New York and Philadelphia Stock Exchanges and the Chicago Board of Trade. That the cigarette is steadily gaining ground at the expense of the cigar, pipe and other forms of tobacco is another conclusion reached by the analysis.

Evidence of the remarkable growth of the cigarette business, as contrasted with the decline in other branches of the tobacco industry, is strikingly illustrated in the taxes paid to the Federal Government. The 1929 increase of more than $40,000,000 in cigarette revenues over 1928 was sufficient to offset the decrease in revenue from other tobacco sources and to produce an increase of $37,994,502 in total tobacco revenue for the year. The total contribution of the tobacco industry to the Government last year was $449,058,963. In 1922 the tobacco tax brought in $270,000,000.

In earnings last year, the four largest tobacco manufacturing companies in this country, each of which features a popular cigarette, all showed gains over 1928. Net earnings of these companies since 1920, available for dividends, are as follows:

	R. J. Reynolds Tobacco Co.	*American Tobacco Co.*	*Liggett & Myers Tobacco Co.*	*P. Lorillard Co.*
1921	$16,258,323	$18,254,664	$9,854,158	$6,371,821
1922	20,479,234	18,968,470	9,724,294	6,888,444
1923	23,039,876	17,768,690	9,622,396	5,038,042
1924	23,777,716	20,784,869	11,969,828	5,204,837
1925	25,221,579	22,238,919	15,289,651	5,641,431
1926	26,249,403	22,499,649	17,636,946	4,117,198
1927	29,080,665	23,257,802	18,743,395	2,490,787
1928	30,172,563	25,014,434	19,408,644	1,817,428
1929	32,210,521	30,178,604	22,017,129	1,336,656

The R. J. Reynolds Tobacco Company continues to maintain its position as the largest distributor to its stockholders, having disbursed $25,500,000 in 1929, practically the same as in 1928. The American Tobacco Company increased its dividend payments from $18,785,154 in 1928 to $24,253,518 in 1929 and Liggett & Myers remained at the same figure as in 1928. Last year, according to the survey, the Lorillard Company again passed its dividend pending the further development of its markets for cigarettes.

The chief factor in establishing the supremacy of the cigarette, according to the analysis, is the character and extent of the advertising of the popular brands. "It is difficult," comments the survey, "to refrain from superlatives as to the effectiveness of the methods employed by the leaders in the industry. The uninterrupted progress of the 'Big Three,' not only in earnings but in the prodigious totals which their output has now attained, attests most eloquently to the efficacy of the advertising programs of the respective companies. In recalling the early steps leading to the development of the present great consumption of cigarettes by women, it becomes evident that the handling of this very difficult pioneering effort was masterly."

While the United States continues to lead the world as an exporter of tobacco, the largest importing nations are Great Britain, Germany, France and China.

(Continued on Page 12)

NEW CUBAN PARCEL POST EFFECTIVE

EFFECTIVE September 1st, the newly completed parcel post convention with Cuba becomes operative, and on and after that date persons in the United States may ship to Cuba or receive from Cuba by parcel post, packages weighing not more than twenty-two pounds. The previous limit was eleven pounds.

This new ruling also permits the importation into the United States from Cuba of cigars in any quantity, so long as the package does not weigh in excess of twenty-two pounds. The previous limit on importation of cigars from Cuba was in lots of not less than three thousand cigars.

The Cuban Government refused absolutely to renew parcel post agreements with this country some time ago unless this new ruling on cigars was adopted, with the result that parcel post shipments between the two countries have practically ceased for about a year.

In some quarters of the cigar industry much apprehension is being felt as to the effect of the new ruling on the domestic industry, while in other quarters it is being treated lightly with the feeling that it will have little or no effect on the business of the present importers of Cuban cigars, or on the domestic cigar manufacturers.

Of course, any individual seeking to import small quantities of cigars by parcel post will have a considerable amount of red tape and inconvenience to contend with, and must, of course, also pay the Government import duty on any amount of cigars imported, which we rather feel, few individuals, if any, will be bothered with.

GEORGIA SELLS 103,173,491 POUNDS

The Georgia State Department of Agriculture announced on Monday that 103,173,491 pounds of tobacco had been sold in Georgia bright leaf markets within the last four weeks for an average price of ten cents a pound, or a total of $10,312,508.42.

The announcement added that the number of pounds sold set a record for the corresponding period of all seasons.

Sales last week totaled 23,280,142 pounds at an average price of 6.88 cents a pound, the lowest price in the history of Georgia, or a total of $1,600,716.17.

Sales for the corresponding period last year were 16,309,811 pounds at an average price of 13.29 cents a pound, or a total of $2,067,417.80.

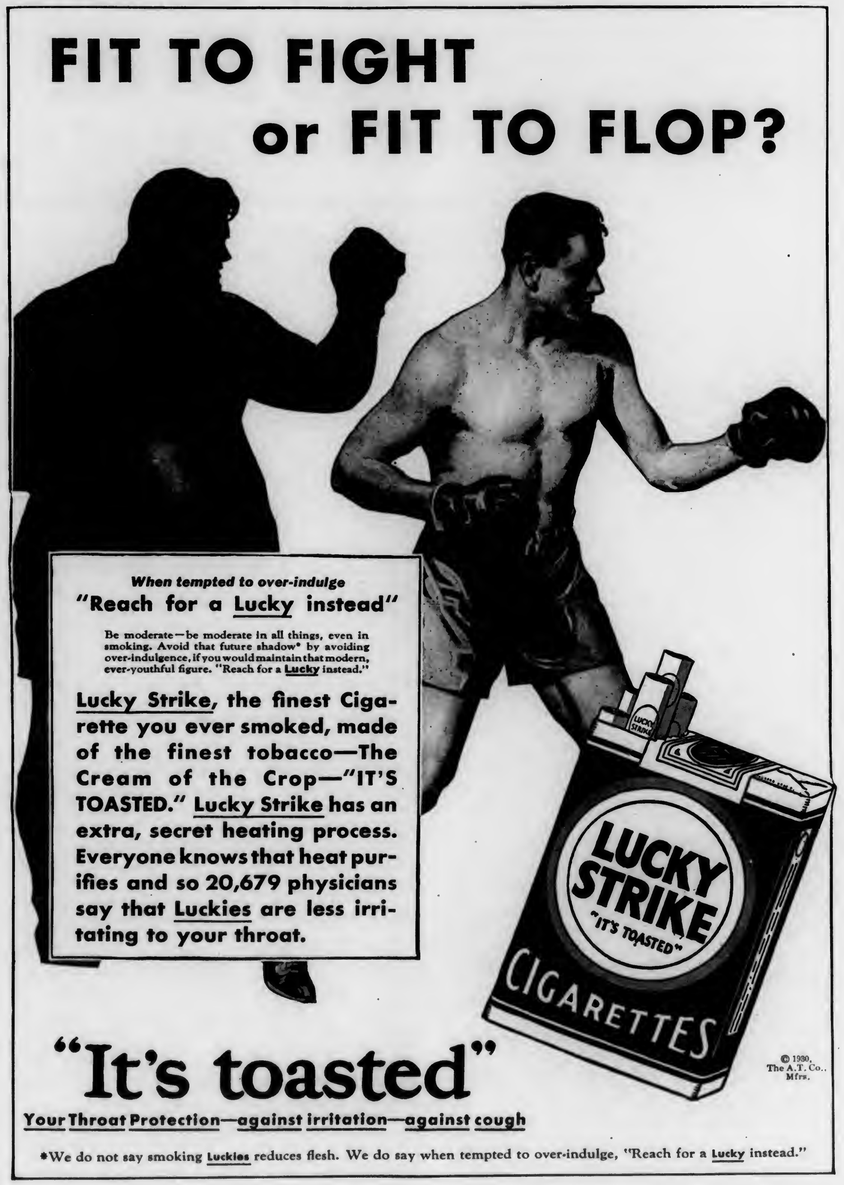
"RALEIGH" TEN PACKS GOING WELL

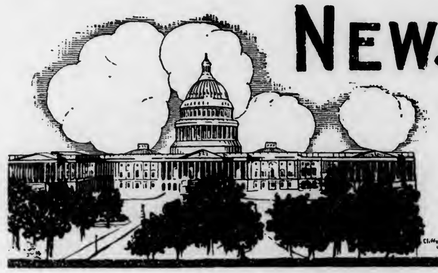
Since the Brown & Williamson Tobacco Corporation introduced their new package of ten "Raleigh" cigarettes to the trade in limited territories, retailers report that the consumer has taken to the new package quite enthusiastically, and in many cases are purchasing the smaller package in preference to the larger ones.

Since this brand has not been as subject to extreme cut prices as other popular brands, it has received considerable support by the retailer and is also gaining in popularity with the consumer.

FRED HIRSCHHORN RETURNS FROM TRIP

Fred Hirschhorn, president of the General Cigar Company, has returned from his trip abroad. He was accompanied by Mrs. Hirschhorn.


FIT TO FIGHT
or FIT TO FLOP?
When tempted to over-indulge
"Reach for a Lucky instead"
Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."
Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
© 1930, The A.T. Co., Mfrs.
"It's toasted"
Your Throat Protection—against irritation—against cough
*We do not say smoking Luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

PREPAYMENT of customs duties and internal revenue taxes on shipments of Cuban cigars to the United States is provided for in regulations governing the new parcel post convention, signed by Secretary of the Treasury Andrew W. Mellon. Postmaster General Walter F. Brown has also voiced approval of the regulations.

Conclusion of the new parcel post treaty, which becomes effective September 1st, follows the repeal under the Smoot-Hawley Tariff Act of an old statute prohibiting entry into the United States to imports of Cuban cigars in lots of less than 3000. The full text of the new regulations follows:

United States customs duty and internal revenue tax on mail shipments of cigars for informal entry dispatched to the United States under the provisions of the parcel post convention with Cuba effective September 1, 1930, may, at the option of the sender, be prepaid to the Duty Collector of Customs at Jacksonville, Fla., upon condition:

(1) That all mail shipments of cigars from Cuba be sent in mail sacks addressed to the postmaster at Jacksonville, Fla., for customs examination at that port; and

(2) That Cuban sender will authorize, in writing, his representative at Jacksonville, Fla., to prepay the customs duty and to purchase and affix the necessary internal revenue stamps to each mail parcel at Jacksonville before it is returned to the postmaster for delivery or dispatch to destination; and that each parcel, before dispatch to the United States be plainly stamped "Customs duty and internal revenue tax on this parcel to be paid at Jacksonville, Fla."

For such prepaid shipments the customs officer will prepare customs form 3419 in triplicate. Two copies shall be signed by the Deputy Collector and the sender's representative. One of these copies shall be given the representative as a receipt for the duty paid and the other listed in numerical order with other mail entries on form 5171, transmitted to the Comptroller of Customs therewith and liquidated pursuant to Articles 352 and 353 of the Customs Regulations of 1923. The third copy will be retained as the collector's office record.

The Collector of Internal Revenue at Jacksonville will sell the necessary internal revenue stamps to the Cuban sender's representative upon receipt of request form 3493 signed by the Deputy Collector of Customs, and payment for the stamps.

Each prepaid parcel will be legibly stamped on the addressed side "U. S. customs duty and I. R. tax prepaid Jacksonville, Florida," followed by the mail entry number and the initials of two customs employes certifying to the appraisal of the merchandise, collection of the duty, and the affixing of the internal revenue stamps.

Customs duty (less 20 per cent. if the cigars be products of the soil or industry of Cuba under Cuban reciprocity treaty) will be assessed and collected on each mail shipment of cigars irrespective of the value thereof and, in addition the necessary internal revenue stamps will be affixed to the parcels.

Where provision is not made by the sender of the mail parcel for prepayment of duty and tax through a representative as hereinbefore provided, the parcel will be treated in accordance with the provisions of Article 350, paragraph 3, of the Customs Regulations of 1923.

Mail shipments for formal entry (over $100 in value) will be handled in accordance with the provisions of Article 346 (J. R. 10 B. as amended to T. D. 43404).

All shipments of cigars weighing more than three pounds per 1000 shall be packed in boxes not before used for that purpose containing, respectively, 3, 5, 7, 10, 12, 13, 20, 25, 50, 100, 200, 250, or 500 cigars each. (Section 3392 of the Revised Statutes as amended by the Revenue Act approved May 29, 1928.)

Chamber of Commerce to Study Business Activities

Virtually every phase of business activity will be reviewed at the autumn meeting of the Board of Directors and members of committees of the United States Chamber of Commerce for the year 1930-31, to be held in Washington, September 18th, 19th and 20th.

This meeting, marking something of a departure from the usual chamber procedure, will be the equivalent of a general staff council, bringing into single prospective the various subjects with which it will deal, many of them of vital interest to business, and the steps necessary to carry into execution policies upon which the membership has already agreed and to formulate principles applicable to changing business conditions.

The range of questions to be taken up covers the wider utilization of information concerning distribution, railroad consolidation and proposed changes in the Transportation Act, development of rail and water routes, regulations and development of air transportation, regional industrial expansion, stabilization of employment and employment insurance, old age pensions, relation of the Federal Government to education, uniformity in crime reports, realty and construction operations, assessment bases for taxation, interstate taxation, and other subjects.

Congressman Bloom Says "Business Is What You Make It"

How's business?

Hardly a day passes in Washington but that from one to perhaps a half dozen leaders and near leaders in the business world visit the White House there to

(Continued on Page 14)

Get a load of this...

BACK your pipe up to a tidy red tin of Prince Albert and chute in a load of sunshine. Hold a match to the flue and pull that blissful blue smoke up the stem. You *know* it's going to be like that the instant you open the tin and get P. A.'s fragrance full in the face.

What a taste! What a joyous justification of the jimmy-pipe! Cool as a ticker-tape bringing bad news. Sweet as a rally that hands you a profit. Mellow and mild and refreshing, down to the last bit of ash in the bowl. A pipe-tobacco with a pedigree, Men, and no fooling.

Any way you take it . . . pipe or roll-your-own . . . Prince Albert promises the contentment that only this *better tobacco* can bring. Try it and *see*. You can load-up and light-up from shower to sheets, and enjoy every wonderful, joy-wadded puff.

The revenue-stamp tells you there are TWO *full ounces in every tin.*

PRINCE ALBERT

—the national joy-smoke!

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Our Sixth Annual Survey of

THE TOBACCO INDUSTRY

Is Now Ready For Distribution

Our latest study of the tobacco industry contains the recent data and statistics of the industry and of the leading companies and considers the outlook for both.

Copy Upon Request

CHAS. D. BARNEY & CO.

Members New York Stock Exchange

65 Broadway, New York — 1428 Walnut St., Philadelphia

DEER TONGUE FOR TOBACCO FLAVORING

DOWN in the woods of Georgia there grows a wild plant, known as Deer Tongue, and which is described in the dictionary as "A composite plant of the United States with rather fleshy leaves which are pleasantly fragrant when dry."

While the tobacco growers of Georgia are hauling their stripped leaves to market, others are foraging the woods and harvesting the leaves of Deer Tongue, which are baled and hauled to market, and which add materially to the income of some of the residents of that State.

The product is employed very extensively in flavoring some mixtures of tobacco, and finds ready sale to those who eventually market the Georgia tobacco and get it into the hands of the ultimate consumer.

Many hundreds of bales of Deer Tongue are shipped through Savannah each summer by steamer to New York, Baltimore, Philadelphia, and there are some shipments to Boston. So far this season, it is reported that about 200,000 pounds of these leaves have found their way to the markets of the East. From the North Atlantic ports these shipments will go forward very largely to China, where they will be used extensively in flavoring tobacco.

It is not an adulterant, but is used as a flavor to take some of the sharp cutting tendency away from the raw tobacco.

The dried Deer Tongue leaves are brought into the small towns of southeast Georgia by the natives who go down into the swamps and gather the leaves, and Hinesville, an obscure county seat is one of the largest markets. Meridan and Darien make up the three largest markets for the leaf in Georgia.

TOBACCO USUALLY CONTAINS NICOTINE

The Federal Trade Commission, at Washington, has announced that an agreement has been reached with a cigar manufacturing company, whereby words or combinations of words which suggest that its products are free from nicotine and are harmless, when such is not the fact, will no longer be used in its advertising by a corporation manufacturing cigars and tobacco products.

In accordance with the policy of the commission, names of respondents are not revealed.

BACK-SLAPPING IS TABOO, SAYS PHULOFAX

BACK-SLAPPING, in the opinion of Phil M. Phulofax, D. B. I., business philosopher and specialist in cigar retailing, ought to be a criminal offense. But a friendly, cordial atmosphere toward customers, he emphatically maintains, is a mighty big asset, and is as different from back-slapping as a good cigar is from a poor one.

"One cigar store," says Mr. Phulofax, "may have just as good stock as another, and just as good displays. The location may be just as good and the prices just the same. But the one store will often have a long list of regular customers, while the other will depend almost altogether on casual passers-by. What's the answer? Nine times out of ten, it's because the man behind the counter gets to know the customer by sight, learns his name and remembers his preferences.

"The cigar dealer who, when he sees a customer coming through the door can call out, 'Good morning, Mr. Smith,' and reach for the right box of cigars, has about three laps on the fellow who has to wait for the customer to ask for what he wants, who takes the customer's money with a mechanical 'thank you,' and forgets the customer as soon as he leaves."

Since his association with Bayuk Cigars, Incorporated, Mr. Phulofax's sales talks to retailers have been appearing regularly in the advertising pages of this magazine. He's having a tough time, he admits, keeping up with the pile of correspondence from dealers all over the country who've been writing to tell him how they have been boosting sales and profits by following the tips.

CUBA AGAINST CIGAR MACHINERY

According to Consul Harold B. Quarton, a law recently approved by both Houses of the Cuban Congress prohibits the manufacture of machine-made cigars, the price of which is more than $110 net per thousand.

Machine-made cigars are also required to be marked with a white band bearing the words "Machine-made," both in English and Spanish.

The following quantities were exported from Cuba during the month of July: Cigars, 20,394 pounds; leaf tobacco, stemmed, 1,213,150 pounds; unstemmed, 324,753 pounds.

CHAINS ADVANCE CIGARETTE PRICES

According to a statement made by the United Cigar Stores Company last week, that company has advanced the price on cigarettes in their stores, from twelve cents a package to two for a quarter, in New England, northern New York, Ohio, Michigan, and in parts of western Pennsylvania. The carton price in these sections is understood to be $1.19, and the Great Atlantic & Pacific Tea Company is also understood to be adhering to the same price.

This is an encouraging development for the independent retailer, and it is to be hoped that nation-wide improvement in prices will follow.

MANCHESTER CIGAR COMPANY DECISION

LAST WEEK, Judge Ray P. Sherwood, of York County, handed down a long-awaited decision in the case of Benjamin Paris against John F. Reichard, which has been in litigation for a period of about six years, and which evoked much interest in the cigar manufacturing industry.

The litigation centered around the trade-mark "Havana Cadet," and the plaintiff in his petition asked for an injunction, discovery, accounting and payment. The decree handed down becomes effective fifteen days from date, if no exceptions are filed, and it directs the defendant to account to the plaintiff within sixty days, the receipts and expenditures of the business carried on under the name of the Manchester Cigar Company, from April, 1922, to October 12, 1922, showing the profits derived therefrom under verbal agreement; furthermore, showing all cigars manufactured at the cigar factories of the defendant between October 12, 1922, and January 11, 1924. The decree also states that the defendant shall receive credit for all moneys advanced to the plaintiff as a drawing account and for the plaintiff's indebtedness to the defendant for leaf tobacco purchased by the plaintiff from the defendant at a time when the cigar manufacturing plant of the plaintiff was moved from Baltimore to York.

HONG KONG INCREASES TOBACCO DUTY

Consul Harold Shantz reports to the U. S. Department of Commerce, that the Hong Kong government on June 12, 1930, announced a resolution increasing import duties on tobacco, payable upon all tobacco imported into the colony after that date, and upon all dutiable tobacco already in the colony at that time. The new duties payable in Hong Kong currency per pound weight are as follows:

(A) On unmanufactured tobacco: (1) if unstripped: (a) containing 10 pounds or more of moisture per 100 pounds weight thereof, 75 cents (former duty 50 cents); (b) containing less than 10 pounds of moisture per 100 pounds weight thereof, 84 cents (former duty 56 cents); (2) if stripped: (a) containing 10 pounds or more of moisture per 100 pounds weight thereof, 90 cents (former duty 60 cents); (b) containing less than 10 pounds of moisture per 100 pounds weight thereof, $1 (former duty 66 cents).

(B) On manufactured tobacco: (1) cigars, $2 (former duty $1.50); (2) cigarettes $1 (former duty 75 cents); (3) other manufactured tobacco, including snuff and cigar cuttings, $1 (former duty 75 cents).

The value of the Hong Kong dollar varies with the price of silver, and at present rates of exchange is equal to approximately U. S. $0.32.

TARIFF COMMISSION TO INVESTIGATE CIGARETTE PAPER

The United States Tariff Commission has issued public notice of an investigation, in accordance with Senate Resolution No. 325, Seventy-first Congress, Second Session, of the difference in costs of production of, and of all other facts and conditions enumerated in said section with respect to, the articles described in paragraph 1552 of Title I of said tariff act, namely, cigarette books, cigarette book covers, and cigarette paper in all forms, except cork paper, being wholly or in part the growth or product of the United States, and of and with respect to like or similar articles wholly or in part the growth or product of competing foreign countries.

All parties interested shall be given opportunity to be present, to produce evidence, and to be heard at a public hearing in said investigation to be held at the office of the Commission in Washington, D. C., or at such other place or places as the Commission may designate, on a date hereafter to be fixed.

TOBACCO CROP INDICATIONS LOWER

ACCORDING to a statement by the Pennsylvania-Federal State Crop Reporting Service, the condition of the Pennsylvania tobacco crop on August 1st was the lowest since 1913. The crop, which started well, was generally in need of rain and prospects depend largely upon weather conditions during August. Binder types improved somewhat during July and will probably yield as heavy as filler.

The indicated United States tobacco production decreased from 1,597,670,000 pounds on July 1st to 1,474,758,000 pounds on the first of August, or a decline of approximately 8 per cent. Further decline in the condition of the crop since August 1st is indicated by late reports; however, the extent is not known at this time. Usually tobacco stands dry weather very well and weighs out much better than the appearance during the growing season would indicate, but whether this would hold true during extreme drouth conditions such as exist in certain areas is problematical.

Prospects of most cigar types were reduced during July, but the changes as a whole were less pronounced than in the districts of Virginia, West Virginia, Kentucky, Tennessee, and along the Ohio River in Ohio and Indiana. In the Pennsylvania and Miami Valley districts the decline in condition amounted to fifteen points, in the Connecticut Valley six points, while no change is reported in Wisconsin.

Stocks of leaf tobacco held in the United States by dealers and manufacturers on July 1, 1930, amounted to 1,731,962,000 pounds, as compared with 1,685,732,000 pounds a year ago, according to preliminary quarterly report of the Tobacco Section, Bureau of Agricultural Economics, United States Department of Agriculture. Stocks decreased 233,284,000 pounds during the second quarter of 1930, as compared with a decrease of 265,270,000 pounds during the second quarter of 1929.

Cigar filler tobacco stocks including all American and Porto Rican filler types amounted to 164,587,000 pounds on July 1st, compared with 166,900,000 pounds a year previously. Among the types in this class, the most important changes to be noted are Pennsylvania, which is reported at 96,145,000 pounds, an increase of about 2½ per cent. from July 1, 1929, and Gebbhardt, which shows 14,619,000 pounds, a decrease of 23 per cent.

Stocks of the cigar binder types of Connecticut, New York, Pennsylvania and Wisconsin totaled 164,657,000 pounds on July 1, 1930, compared with 170,177,000 pounds on July 1st a year ago. Most of the types have held about even, the decrease in stocks being chiefly due to Connecticut Valley Havana broadleaf falling off about five million pounds.

Stocks of cigar wrapper types, which include the shade-grown tobacco of the Connecticut Valley, Georgia and Florida, are reported at 14,148,000 pounds, compared with 9,518,000 pounds a year ago.

The condition of the Pennsylvania crop on August 1st was reported as 74 per cent. of the five-year average, and the Connecticut crop was reported as 87 per cent. of the five-year average. The Connecticut forecast, however, has probably been considerably reduced due to the recent destructive hail storms in that section.

CIGARETTE MAINTAINS PROSPERITY

(Continued from Page 6)

Exports of these countries showed general increases with the exception of China, whose entire commercial structure has been disrupted by internal strife. From 160,000,000 pounds exported to China in 1928, the figure dropped to 100,000,000 pounds in 1929. Last year 4,841,102,000 American cigarettes, valued at $8,427,000, were exported to China against 8,654,128,000 cigarettes, valued at $14,989,564, exported in 1928. In the face of this decrease of 44 per cent. in cigarette exports to China, the record figures established by American production and world-wide consumption in 1929, confirm the dominating position which the blended cigarette has attained in the market of the world.

Cigar production, despite radical improvements in manufacturing and merchandising, did not maintain previous levels. Of the five classes of cigars, only those referred to as Class A, which retail at not more than five cents each, showed an increase in production last year over 1928, the figures being 3,500,000,000 in 1929 against 3,300,000,000 the previous year. The total domestic cigar production was 6,500,000,000 in 1929, an increase of 100,000,000 over 1928, which indicates the decline in other classes of cigars. The continued concentration of cigar production in a steadily decreasing number of factories marks a continuation of the trend toward quantity production. A recent development noted in the cigar business is the highly specialized machinery not only for making the cigars but also for banding, wrapping and boxing them and for grading the tobacco. Improved flavor, more attractive appearance, the better preservation from the increased use of foil and cellophane wrappers, are expected to result. The 1929 figures for smoking and chewing tobaccos are not yet available but it may be expected, according to the survey, that both will show decreases. In 1929 there were produced 337,700,000 pounds of manufactured tobacco compared with 343,000,000 pounds in 1928.

Evidence of the confidence of growers in the ability of large manufacturers to maintain their demands for tobacco leaf is that 2,037,000 acres were planted to tobacco in 1929 against 1,894,000 in 1928. The output of bright leaf, the principal cigarette leaf, surpassed the record of 1928 with 750,729,000 pounds against 740,807,000 pounds the previous year and accounted for three-fourths of the total of 554,000,000 pounds of tobacco shipped abroad. In brief, the growth in the consumption of bright leaf parallels that of the cigarette industry. The average price per pound of 18.6 cents in 1929 against 20.2 cents in 1928 resulted in a decrease in the average value per acre from $146 in 1928 to $138 in 1929, but the greater acreage offset the lower price per pound to the extent that the total farm value of all the principal styles of tobacco in 1929 was $282,700,000 against $277,500,000 the year before.

Regarding the outlook for 1930 the survey says: "Despite the general situation prevailing throughout the country, it appears likely that the year 1930 will maintain the unbroken record of increased earnings among the principal cigarette companies. In addition to a slightly lowered cost of raw material, there appears to be every indication that the large cigarette companies will have the benefit of present wholesale price of $6.40 per thousand throughout the twelve months, and it may reasonably be expected that the earnings of the 'Big Three' will in each case surpass their respective performance of last year.

THE PHILIPPINE TOBACCO CROP

THE Philippine tobacco harvest in all principal producing districts was about completed by the end of June, and the crop was being stored in sheds for curing, reports Assistant Trade Commissioner Clarence P. Harper to the Tobacco Division of the Department of Commerce. The Isabela and Cagayan crops turned out to be more flashy than usual and will require a longer storage period for the better grade cigars. The present crop is below last year's quality and is expected to bring lower prices. Later buying is anticipated this year on account of the longer storage period required. The production of 1930 will about equal that of 1929, although the La Union crop is expected to be about 24 per cent. less than last year. Tobacco exporters are of the opinion that Spain will take as large a quantity in 1930 as in 1929, regardless of the inferior quality, and the local tobacco prices will be determined largely by the prices paid for the cheaper grades of tobacco exported to Spain.

Latest estimates of the Bureau of Agriculture for the coming crop are about the same as for 1929. Cagayan and Isabela production are estimated at 448,000 quintals; La Union and Pangasinan, 274,000 quintals. The 1929 crop of these districts totalled approximately 693,000 quintals while the estimated total for this year is placed at 722,000 quintals, an increase of 29,000 quintals in the crop of 1930. This increase can be accounted for mostly in the increased area planted, as the yield per hectare, both in quality and quantity, was lower during the present season than the previous year.

The local tobacco market was very quiet during the past three months, owing to the absence of available quantities of tobacco for sale. Prices remained strong. During the month of June last year, tobacco buying in the local market showed considerable activity, but because of the necessity for longer storage of the present crop, this year's buying will not commence until about the middle of August or first of September.

TOBACCO FOE DIES

The Rev. Dr. Silas C. Swallow, as a reformer of another age, probably one of the most ardent enemies of liquor, tobacco and secular amusements this country has ever seen, passed away at his home in Harrisburg, Pa., on August 13th.

He was the author of a book, "III Score & X," published in 1911, in which he told of his experiences as a preacher and reformer. He wrote that he threw his tobacco box away in 1864 and vowed never to smoke thereafter except on the written order of two physicians that he must do it to save his life.

He was ninety-one years old.

"It is not possible this year to experience the same degree of confidence in the outcome of this year's operations as far as the cigar industry is concerned. What appeared to have been a definite and sustained advance in the production of Class 'A' cigars seems to have been halted, while decreased production continues throughout all other classes of cigars. Unless an immediate and decided upturn is experienced, it appears probable that the current year will not be a particularly satisfactory one for the cigar manufacturers."

CIGARS SHOW FURTHER DECLINE FOR JULY

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of July, 1930, and are issued by the Bureau. (Figures for July, 1930, are subject to revision until published in the annual report):

Products	*July 1929*	*July 1930*
Cigars (large):		
Class A.....No.	324,515,540	330,151,125
Class B.....No.	55,329,197	37,358,833
Class C.....No.	194,247,742	153,180,732
Class D.....No.	13,163,722	10,676,121
Class E.....No.	2,025,867	1,438,309
Total	589,282,068	532,805,120
Cigars (small) .....No.	31,355,000	30,185,013
Cigarettes (large) ...No.	853,801	555,279
Cigarettes (small) ...No.	10,724,402,990	11,858,840,263
Snuff, manufactured..lbs.	2,869,955	2,945,789
Tobacco, manufactured.lbs.	29,824,099	28,018,058

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of July:

Products	*July 1929*	*July 1930*
Cigars (large):		
Class A.....No.	8,569,720	12,299,220
Class B.....No.	288,350	369,200
Class C.....No.	835,860	828,550
Class D.....No.	2,500	2,500
Class E.....No.	7,500	1,100
Total	9,703,930	13,500,570
Cigars (small) .....No.	1,000,000	.....
Cigarettes (large) ....No.	524,600	300,000
Cigarettes (small) ....No.	63,560	3,110,000

Tax-paid products from the Philippine Islands for the month of July:

Products	*July 1929*	*July 1930*
Cigars (large):		
Class A.....No.	15,043,465	13,156,145
Class B.....No.	234,323	175,550
Class C.....No.	16,602	149,802
Class D.....No.	576	130
Class E.....No.	61	70
Total	15,295,027	13,481,697
Cigarettes (small) ....No.	85,110	98,470
Tobacco, manufactured.lbs.	168	174

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

SUPPLEMENT TO THE JULY STATEMENT OF INTERNAL REVENUE COLLECTIONS

Objects of taxation	*July 1929*	*July 1930*
Tobacco manufactures:		
Cigars	$2,007,347.85	$1,720,795.97
Cigarettes	32,179,736.70	35,580,844.11
Snuff	516,591.81	530,241.98
Tobacco, chewing and smoking	5,369,238.52	5,043,620.02

They gave a new Thrill
THAT'S WHY THEY GOT THERE....SO QUICKLY
RUDY VALLÉE
Two years ago he stepped into the spotlight on a little cafe floor and crooned a song called "Deep Night." Today deep night on Broadway sees his name blazed in electric signs.
It wasn't the cut of his clothes.. or the break of his luck. This youngster just naturally delivered something that the public wants!
Just so OLD GOLD cigarettes have grown from a baby brand to a giant brand in record time because they delivered a new enjoyment.. they thrilled the taste and comforted the most sensitive throat.
Better tobaccos free of all irritants. That's why OLD GOLD has sold more cigarettes than three leading brands combined, in a like period of their existence.
Old Gold CIGARETTES
"So you're a saxophone player, eh? Well make me weep! Do your stuff," said the vaudeville booker. Rudy did! And fame rewarded him. The whole public succumbed in two short years
On March 7, 1927, OLD GOLDS were introduced in Illness Today, the city of Chicago alone smokes nearly 2,000,000 daily
BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"

OLD GOLD gives THRILL after THRILL!

There's not a yawn a year in OLD GOLD advertising. It never gets stale. This current "NEW THRILL" campaign is breaking all records.

LA PALINA

JAVA WRAPPED

THE SECRET OF THE BLEND

made good

AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR

CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

"BEST OF THE BEST"

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

News from Congress

(Continued from page 8)

tell President Hoover what they believe to be the financial or the commercial situation here and abroad.

Sometimes these visits are actuated by a desire for newspaper publicity. Other times the newspaper publicity comes as the result of the importuning of Washington correspondents for a story.

Representative Sol Bloom, of New York, was placed in the latter category recently.

"Business is bad?" he inquired. "Why it is all what you make it. If it is bad it is the state of mind which the people find themselves. At the bottom of it all is fear—fear that the worker will not hold his job, and he and his family commence to economize; fear of the retailer that economizing on the part of his customers and himself as a customer of others will lead to lessened retail buying, and he starts curtailing his own commitments; fear of the wholesaler that the retailers, in slowing up their orders will not come back into the market, and so he fires some or all of his men and the vicious circle of fear and the lack takes real root.

"Reverse the thing; unravel the snarl. Advertise; go out after business, don't wait for business to come in and above all dispel fear, for the number of men in America who starve to death are few and in business there always seems to be enough for all if business methods are applied."

Pesent Tax Rates Probably Will Continue

Gloomy forecasts of the inability of the Government to continue the reduced income tax rates last year granted by Congress have been dispelled by President Hoover. With this expression of the Chief Executive the Treasury Department overnight underwent a complete change of opinion on the subject of tax rates for statements attributed anonymously to high officials of the Department carried universally in the newspapers of the country brought consternation not only to the President and members of his Cabinet, but to politicians everywhere.

It was indeed a gloomy picture that was painted by the Treasury Department spokesman—one of a possible increase even in the rates provided by law and of the impossibility of continuing the one per cent. cut that was ordered last year by Congress. When that picture found its way into the White House there was a hurried call for the presence of Secretary of the Treasury Mellon, Undersecretary of the Treasury Mills and later on, Senator James E. Watson, of Indiana, Republican leader of the Senate.

President Hoover proposes to continue the rates of taxation that were applicable this year to incomes accruing last year, even at the expense of slowing up the curtailment of the great public debt growing out of our participation in the World War. It has been indicated that Mr. Hoover does not altogether agree with the Mellon policy of quick eradication of that debt, but rather inclines to the belief that if it is not paid off during the lifetime of our present population, succeeding generations simply will have to bear a part of the burden.

"I have reviewed the present fiscal situation with Secretary Mellon and Undersecretary Mills and I can state that there is no ground now for the predictions in the press that a deficit was impending which would prevent the continuation of the tax reductions established last year," said Mr. Hoover.

"The indications of decreasing revenue and increasing expenses during the six weeks upon which calculations were very properly based do not take several factors into account. Imports and consequently customs receipts have been temporarily reduced because of advance imports to anticipate the new tariff law. We have been expediting construction expenditures to give the maximum employment in the first nine months of this fiscal year. The calculations as to possible deficit take no account of the receipts from payment on foreign debts, nor the revision of expenditures downward from the estimates of last July, which were then placed at $4,203,000,000 (including the postal deficit).

"I have not as yet received the reports from all of the departments the result of their drive for economies, but from the results already obtained in the departments that have reported, we have an indicated reduction of about $75,000,000 in expenditures. In such reductions it must be borne in mind that of the total estimated governmental expenditures approximately $2,200,000,000 are for such fixed charges as interest and redemption of the public debt, payment of pensions, etc. No part of it can be reduced by administrative action. The field of economy is therefore limited to about $2,000,000,000, of which something like $400,000,000 are commitments for construction work of one kind or another which were increased and must be maintained in order to maintain employment."

Fletcher Probably New Tariff Commission Chairman

Henry P. Fletcher, for more than a quarter of a century connected with the foreign service of the United States, will become the new chairman of the United States Tariff Commission September 16th. This is the first move in the reorganization of the Commission provided for in the new tariff law and now about to become effectve.

President Hoover has not announced the names of other members to be appointed to the Commission but it is rather generally believed here that the present chairman, Edgar B. Brossard (Rep., Utah), and the present vice-chairman, Alfred Pierce Dennis (Dem., Maryland), will be retained. A great deal of pressure is being brought to bear on President Hoover by the friends of others now on the Commission, although this is not expected to move him in his apparent determination to dispense with their services.

The first action of the new commission, after it is organized on September 16th, will be to modernize its rules of procedure so that it will not be the prosecuting attorney, chief witness, investigator and, in the final analysis, the judge in each case. A large part of the responsibility for defending each application, whether for an increase or a decrease in the existing rates, filed under the flexible provision of the law, will be put upon the applicant, it is forecast. It is probable that the rules of, say, the Interstate Commerce Commission will be patterned by it so that instead of taking from two to five years to conclude any investigation, a report can be sent to the President within six months or one year.

At present there are pending before the Commission some sixty applications for cost-of-production investigations, some of the probes being ordered by Congress. Many contemplated downward revision of the existing rates; others seek advances. All will have attention when the Commission is reorganized.

CENSUS OF MANUFACTURES: 1929

Tobacco Pipes

Washington, D. C., August 19, 1930.

THE Bureau of the Census announces that, according to data collected to date in the Census of Manufactures taken in 1930, the total shipments or deliveries of tobacco pipes in 1929 by manufacturers in the United States were valued at $5,202,185. This represents a decrease of 25.1 per cent. as compared with $6,946,576 reported for 1927, the last preceding census year.

The statistics for 1929 are summarized in the following table, with comparative figures for 1927. The figures for 1929 are preliminary and subject to revision.

	1929	*1927*
Number of establishments	22	23
Wage earners (average for the year)[1]	1,667	1,807
Wages [2]	$1,944,057	$2,278,537
Cost of materials, containers for products, fuel, and purchased electric current [3]	$1,716,788	$2,722,706
Products, total value [2]	$5,468,686	$7,273,806
Pipes	$5,202,185	$6,946,576
Briar	$4,530,464	(3)
Corn-cob	$556,031	(3)
Other pipes	$115,690	(3)
Other products	$266,501	$327,230
Value added by manufacture: [4]		
Total	$3,751,898	$4,551,100
Per wage earner	$2,251	$2,519
Ratio (per cent.) of cost of materials, containers, etc., to value of products	31.4	37.4

[1] Not including salaried employees. The average number of wage earners is based on the numbers reported for the several months of the year. This average somewhat exceeds the number that would have been required for the work performed if all had been continuously employed throughout the year, because of the fact that manufacturers report the numbers employed on or about the 15th day of each month, as shown by the payrolls, usually taking no account of the possibility that some or all of the wage earners may have been on part time or for some other reason may not actually have worked the entire week. Thus in some cases the number reported for a given month exceeds the average for that month.

[2] Manufacturers' profits cannot be calculated from the census figures because no data are collected for certain expense items, such as interest on investment, rent, depreciation, taxes, insurance, and advertising.

[3] No data.

[4] Value of products less cost of materials, containers for products, fuel, and purchased electric current.

GEO. W. HILL ONE OF U. S. RULERS

The list of names recently announced by former Ambassador James W. Gerard, as comprising fifty-nine men who "rule the United States by virtue of their ability," contains the name of George W. Hill, president of the American Tobacco Company and the American Cigar Company. The list excluded the President of the United States, and all political officeholders, on the ground that their ruling power came as a result of the positions they hold and in most cases was temporary, while the actual rulers of the country are those who rule industrially.

UNITED HEADQUARTERS MOVED

Effective August 25th, the United Cigar Stores Company, formerly located at 44 West 18th Street, New York City, has moved their headquarters offices to 625 Madison Avenue, at 59th Street, New York City, where the executive offices and personnel are more advantageously housed than at their old address.

Mae Rose, cigar girl, Hotel New Yorker, New York

These men and women *say,*

Hans Rauhut, smoking-room steward, S. S. Leviathan

"FOR MILDNESS men choose BLACKSTONES"

Ruth Geiger, tray girl, Palmer House, Chicago

HERE are the men and women who really know the cigar tastes of America's successful men. Cigar girls and headwaiters in famous hotels, stewards on the great ocean liners and fast limited trains . . . they tell us that the men who smoke for mildness and quality choose Blackstones.

These popular-priced cigars are widely advertised in newspapers and on the radio. They come wrapped in Cellophane to protect their freshness and purity. More and more they are becoming the favorite smoke of America's successful men.

Joseph Nathan, maitre d'hotel, Buffalo Statler

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
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MILTON RANCK, Lancaster, Pa. ..... Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

THE CUBAN TOBACCO MARKET, JANUARY-JUNE, 1930

THE demand for Cuban tobacco, especially in manufactured form, has been somewhat slow since January, states American Consul Harold B. Quarton in a report released by the Tobacco Division of the Department of Commerce and dated July 3, 1930. The month of March was the only month during which the exports exceeded those of the same month of last year. In June, it was reported that a number of sizable deals in "Remedios" of the 1929 crop were made, but the quantity was small as compared with the amount on hand and total exports for the month were not up to expectations. The fact that the local market and the exports can not absorb the production at remunerative prices has caused a demand in several quarters for a restriction of the crop. This was emphasized at a meeting of the Vuelta Abajo tobacco growers at San Luis, Pinar del Rio, on June 2d. Growers generally may not be willing to curtail production but nearly all are in favor of more care in the selection of the seed and in grading the crop with a view to improving quality. The Vuelta Abajo growers especially regret that efforts have been made during the past few years to produce so much tobacco and they emphasize their willingness to promote quality.

The discussion concerning the adoption of a single trade label or united trade-mark for all Cuban cigars and cigarettes continued during the quarter. The idea seems to be that Cuban exports could be protected from invasion if a special label, besides the manufacturer's label, were placed on Cuban goods, stating that they were made in Habana. Some manufacturers propose that the word "Habana" only should be used. It seems more likely that manufacturers of cigars may unite on a single label than the manufacturers of cigarettes. On account of the cheap prices of Cuban cigarettes, the difficulty in marking them, and the efforts of manufacturers to keep their sales districts secret, the united trade-mark may not be accepted by the cigarette makers. It is believed that the United Fabricantes will ultimately have to decide this matter by vote. If manufacturers could be convinced that no monopoly was intended and a complete liberty of sale of goods would still obtain, they would be more inclined to support the single united trade-mark planned.

Cigarette manufacturers have been clearing the market of heavy bodied types of old Vuelta Abajo whenever obtainable at very low prices. Purchases have been made in Havana and in the country. One of the largest cigarette manufacturers on the Island has bought between 5000 and 6000 bales of 14 P and 14 L and also some Puntillas, paying between $25 and $30 per quintal. Some of the tobacco for which they paid the latter price consisted of lots of 1928 North Coast Vuelta Abajo that were held at $40 to $50 per quintal last year. Another company bought close to 3000 bales of the same types for their cigarette factory and paid more or less the same prices. The purchases made by these two large buyers forced other buyers into the market for smaller quantities and the market has been cleaned up of 1928 lots of Catorcena. Also some Thirds, Manchados and Botes were bought by these buyers. With the exception of 5000 bales of Botes purchased for the Spanish Regie and 2000 bales of Botes and Manchados sold to the local representative of a large cigar company, most of the important buying has been done for cigarette purposes.

Crop Conditions

The new crop both in Remedios and Vuelta Abajo is of a very light nature and the grades most deficient in the new tobacco will be the low classes generally used by cigarette manufacturers. This fact accounts for the buying of old tobacco which has more body and will be used by the Havana cigarette manufacturers to strengthen the quality of their cigarettes. It is noteworthy that all transactions in the last month or so were made at very low prices and probably involved heavy losses to the sellers.

The new crop in all sections should be moving but the growers in the country seem to be greatly disheartened by the lack of enthusiasm on the part of buyers. The only section where much buying has been effected is in Partido where the desirable wrapper tobacco available has already been bought up but there was only a limited quantity of tobacco yielding desirable classes. While the crop burns well, generally speaking, the greater part renders only low grade Rezagos and the manufacturers will have a hard time buying a sufficient quantity of upper grade Rezagos that will give light and clean colors. This is due to the excessive rain which stained the leaf considerably during the time of development of the plant.

In Vuelta Abajo growers are busy packing their own tobacco. Owing to the excessive quantity of light tobacco and the uncertain condition of the market for speculators, buyers are not willing to do any packing this year even at the low prices at which tobacco can be bought. The same applies to Remedios where very little activity has developed so far in the country in spite of the fact that the buying season is rapidly getting beyond the date when buyers usually purchase the crop and the result is that in all sections of Remedios and Santa Clara Province the growers are packing their own crops.

Tobacco could be bought fairly cheap but speculators are afraid of the future and the excessive yield of lighter low grades which might play havoc with the prices of such types. Some buyers have attempted to make purchases from the growers only half or a certain percentage of each grower's crop and in this manner receive only desirable tobacco, leaving the inferior tobacco on the farm. Growers, however, refuse to sell in this manner except in isolated cases and for that reason buyers who wish to buy under these conditions have not been able to secure an important quantity of tobacco in matules from the growers.

There is much old tobacco still remaining unsold in the market and the sellers are willing to dispose of it at low prices. Sales are limited to very small quantities and the market is very weak.

FATHER OF J. A. VOICE DIES

Nathan Voice, husband of the late Sophia Militan Voice, and father of Jacob A., Albert B., and Henry A. Voice, passed away at his home, 70 Bay Twenty-ninth Street, Brooklyn, N. Y., on August 14th, following an illness of pneumonia.

Jacob A. Voice is president and general manager of the Consolidated Lithographing Corporation, and the International Banding Machine Company, Incorporated, and his brother, Henry A., is also associated with him in these two companies.

Mr. Voice was seventy-seven years old, and had been retired for a number of years.

Funeral services were held from his late residence on Friday, August 15th, with interment in Mount Hope Cemetery, Brooklyn.

Besides his three sons, Mr. Voice is survived by two daughters, Mrs. Henrietta Schonfeld, and Mrs. Jean Viertel.

PUBLIC WRITES "MARLBORO" AD SERIES

A NEW series of advertising copy is being prepared for release in the near future, which according to the president of Philip Morris & Co., Limited, will give the public a lot of good reasons why smokers prefer the new ivory-tipped "Marlboro" cigarettes.

Copy for the advertising series has been selected from the tremendous amount of copy recently received by the company and written by the smoking public, in their recent contest.

Among the copy which passed the rigid standards of the company, is that submitted by Miss Mary D. Ferris, of New York City; Miss Dorothy Shepard, of Kingston, Pa.; Albert Miller, of New York City; Miss Marjorie Dent Candee, of New York City; J. V. Veatch, of Coraopolis, Pa., and William Cruger, of East Boston, Mass.

MATCHLESS CIGARETTE MAY APPEAR

According to reliable rumors, one or more of the larger cigarette companies may place a "matchless cigarette" on the market before the close of the present year, that is, a cigarette that may be lighted without the aid of a match.

Engineers have been perfecting a substance which will cover the end of the cigarette, and by lightly brushing the end of the cigarette over a specially treated surface on the cigarette package the cigarette will ignite. The substance, of course, to be satisfactory would have to be odorless, and it is believed that this point of perfection has been reached.

The "matchless cigarette" it is said, would be packed in a slightly firmer package that the present package.

The writer remembers a matchless cigarette on the market many years ago, which, however, was not satisfactory on account of the odor and taste of the substance with which the end of the cigarettes were covered, although they ignited entirely satisfactorily and were particularly convenient on a very windy day.

ELI WITT TAKES SWISHER BRANCHES

One of the important changes in the cigar industry in the South took place last week, when the Eli Witt Cigar Company, distributors of the "Hav-a-Tampa" brand, assumed control of the wholesale jobbing houses of John H. Swisher & Sons, in Jacksonville, Orlando, Lakeland and Gainesville, Fla., which gives the Witt Company control of the distribution of the famous "King Edward" five-cent cigar in Florida, which is something.

The distribution in Jacksonville will be taken over by the Fred Brooks Cigar Company, a subsidiary of the Eli Witt Company, and some changes will probably be made in the other territories involved.

DAVE MORRIS IN STORM AREA

Reports from David F. Morris, who is associated with C. A. Bond in the Philippine Government Tobacco Agency, and who is now on an extended trip through the West, as far as the Pacific Coast, are to the effect that he has been delayed somewhat on his schedule in Idaho on account of heavy rains and hail storms encountered there. The heavy storms sweeping that section after the severe drought, raged for nearly two days and floods disrupted traveling and communication between several sections of the State considerably.

Mr. Morris reached Salt Lake City last week and

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

NAT SCHULTZ'S STAND CLOSED

Nat Schultz, president of the Independent Retail Tobacconists' Association, has had his retail stand at 101 West Thirty-seventh Street, New York City, closed by order of the Fire Department Board of Standards and Appeals, in accordance with the law now in force in that state which gives the board power to close stands at any time it may decide that such stands are conflicting with certain fire department regulations.

Mr. Schultz waged a very strong battle just this summer in the New York State Legislature to have the present law in regard to such cases amended, but Governor Roosevelt stated he would decline to sign the proposed amendment in the form in which it was proposed, but stated he would probably sign if certain changes were made.

Several cigar stands have been forced to discontinue under the present ruling, which relates to the amount of space available for free exit from public buildings.

Mr. Schultz has made no announcement as to his future plans.

GERMAN SMOKERS SPEND $700,000,000

According to statistics, the use of cigars, cigarettes and tobacco increased by 4½ per cent. in Germany during the fiscal year 1929-1930, and approximately $700,000,000 was blown into the air by German smokers, male and female, during that period.

The money spent for cigarettes alone amounted to about $400,000,000, a fact which is attributed to the ever increasing number of female cigarette smokers.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GALLANT FOX:—45,770. For cigars. July 3, 1930. Samuel Gelb, Vincennes, Ind.

PATSY PUFF:—45,771. For cigarettes. July 14, 1930. Consolidated Associates, New York, N. Y.

CENTURY OF PROGRESS 1933:—45,772. For all tobacco products. August 9, 1930. The Moehle Litho. Co., Inc., Brooklyn,

KID CHOCOLATE:—45,775. For cigars. July 3, 1930. Eligio Sardinas, Pedro Perez & Pedro Ugarte, New York, N. Y.

TRANSFERS

HAMPTON COURT:—33,215 (Trade-Mark Record). For all forms of manufactured tobacco. Registered January 10, 1908, by S. Anargyros, New York, N. Y. Transferred to Webster Eisenlohr, Inc., New York, N. Y., August 7, 1930.

CHOCOLATE KIDS:—32,215 (Tobacco Leaf). For cigars, cigarettes, cheroots, stogies and tobacco. Registered September 25, 1906, by American Litho. Co., New York, N. Y. Transferred to Pedro Perez & Sons, Tampa, Fla., August 8, 1930.

LA DIVONA (Tobacco World). For cigars, cigarettes, cheroots and stogies. Registered September 28, 1909, by Moehle Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by Nic. Althaus Co., New York, N. Y., and re-transferred to Chas. Lieberman, New York, N. Y., August 13, 1930.

CHEER (Legal Protective Association). For cigars. Registered August 11, 1886, by George Schlegel, New York, N. Y. Through mesne transfers acquired by Brill Cigars, New York, N. Y., and retransferred to Samuel Gelb, Vincennes, Ind., August 13, 1930.

SWEDISH MATCH IN GUATEMALA

The Swedish Match Company has concluded negotiations with the Republic of Guatemala for a thirty-year concession on the match business in that country, according to an announcement made on Wednesday.

Coincident with this arrangement, the company has agreed to extend to Guatemala a loan of $2,500,000, which will take the form of a 7 per cent. bond issue to be acquired at 90 per cent. of par. The Guatemalan Executive Assembly has voted its approval.

Under the terms of the agreement the Swedish Match Company will have the right to import matches into Guatemala free of duty. Of the proceeds of the loan, $2,000,000 will be set aside for the formation of a mortgage bank for farmers and the balance will be spent on public works.

DYKES SMOKES BIG ONES

Jimmy Dykes, well-known baseball player, seated himself on the bench last week and pulled out a cigar that startled his friends considerably on account of its length.

The cigar was about ten inches long, and nice and fat, but Jimmy assured his friends that he had smoked several of them and that they wouldn't explode.

He later explained that when he was in the hospital on account of the injury to his leg, which has put him out of the game for a while, the doctor prescribed a great many don'ts, and among them, "don't smoke but one cigar a day," so this was it.

When told that it looked as though it would last two days, Jimmy replied that it would only last a few

"LUCKY STRIKES" INCREASING STEADILY

IN connection with the increase in cigarette production during the month of July, which showed an increase of 1,100,000,000 over the same month of a year ago, the American Tobacco announced that "Lucky Strike" sales alone showed an increase for the month of July of 538,000,000 cigarettes over the sales for the same month of last year.

LAST SUMATRA SALE, SPRING SEASON

The last Sumatra sale of the spring campaign was held on July 18th, according to a report received in the Tobacco Division of the Department of Commerce from Dentz and VanDer Breggen, Amsterdam brokers. The lots put up were very similar to those offered in the previous sales, and consisted for the greater part of very cheap binder material, whereas wrapper goods were rarely represented. Only 600 bales could be selected for the United States trade, and prices for these lots ranged from 115 Dutch cents to 310 Dutch cents per one-half kilogram. The total quantity thus far on American account amounts to 25,600 bales, compared with 30,230 bales during a similar period of last year. There will be one more Sumatra sale in 1930 and it is scheduled for October 10th.

The coming crop is reported to be from 15 per cent. to 20 per cent. smaller than the crop of 1929. This fact is partly accounted for by a smaller quantity of top-leaf, which will be reduced by 15,000 or 20,000 bales; it is estimated that the quantity of better grades will also be reduced by 10,000 or 15,000 bales.

The Deli Ba My tobaccos have suffered considerably from severe storms, and it is reported that they harvested 20 per cent. less than usual.

MANUFACTURER DROPS WORD "HAVANA"

The Federal Trade Commission announces that it has concluded an agreement with copartners manufacturing cigars, whereby they will cease use of the word "Havana" to designate their product which is not composed of a tobacco grown on the Island of Cuba. and from use of advertising expressions implying that the product is the same as formerly made and sold under the trade name of the respondents, when such is not the fact.

In line with a policy adopted by the Commission some time ago, the names of persons or firms are not mentioned when a satisfactory agreement is reached. hours.

MIDDLETON INTRODUCING PIPE CLEANER

Herbert Middleton, son of the prominent retailer, John Middleton, of Walnut Street, is introducing a new liquid pipe cleaner to the trade, which is being placed on the market by his firm.

Mr. Middleton is also the manufacturer of the well-known "Walnut" brand of smoking tobacco, which enjoys a splendid sale throughout the country among those pipe smokers who appreciate quality smoking tobacco.

PHILADELPHIA TREATMENT BENEFITS TOBACCO MAN

After receiving one week's treatment at a Philadelphia hospital, Rogelio Echevarrio, head of the Cuban firm of Echevarrio y Perez, representatives in Cuba for the General Cigar Company, Incorporated, was enabled to return to his desk in Cuba in good health again. Mr. Echevarrio had been in ill health for some time.

SEPTEMBER 15, 1930

VOLUME 50 NO. 18

THE TOBACCO WORLD

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE....SO QUICKLY

RUDY VALLÉE

Two years ago he stepped into the spotlight on a little cafe floor and crooned a song called "Deep Night." Today deep night on Broadway uses his name blazed in electric signs.

It wasn't the cut of his clothes . . . or the break of his luck. The computer just naturally delivered something that the public wants!

Just so OLD GOLD cigarettes have grown from a baby brand to a giant brand in record time . . . because they delivered a new enjoyment . . . they thrilled the taste and comforted the most sensitive throat.

Better tobaccos . . . free of all irritants. That's why OLD GOLD has sold more cigarettes than three leading brands combined, in a like period of their existence.

BETTER TOBACCOS — "NOT A COUGH IN A CARLOAD"

OLD GOLD gives THRILL after THRILL!

There's not a yawn a year in OLD GOLD advertising. It never gets stale. This current "NEW THRILL" campaign is breaking all records.

Jewell Seamans, tray girl, Keystone Athletic Club, Pittsburgh

Cecil Sterens, tray girl, Hotel Roosevelt, New York

Mickey Hesen, tray girl, Hotel Lowry, St. Paul

BLACKSTONES
are the cigars that cigar girls recommend

IN the famous clubs and hotels the country over you'll find cigar girls recommending Blackstones. These girls have discovered that Blackstones' extreme mildness and unmistakable flavor of quality have made them a favorite with men who want the best.

Blackstones are wrapped in Cellophane. They are widely advertised in newspapers and on the radio. They're on the way to even bigger sales!

TUNE IN, *Hear the Blackstone Plantation Hour every Tuesday at 8 p. m., Eastern Daylight Saving Time, over the Columbia Broadcasting System.*

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

Seasoned in the Wood

A familiar process applied to all good things that must be mellowed before being consumed.

Cigars are properly seasoned when packed in wooden boxes. The dryness and bite of tobacco is removed and the natural spice and aroma of the wood is blended into the sweetness and fragrance of the tobacco. Thus your cigar is enjoyable sweet, cool and mellow.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 18

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, SEPTEMBER 15, 1930 — Foreign $3.50

DUYS ASKS CO-OPERATIVE ADVERTISING OPINION

JOHN H. DUYS, president of the newly organized Associated Cigar Manufacturers and Leaf Tobacco Dealers, which is the outgrowth of the previous National Cigar Leaf Tobacco Association, has forwarded a letter to cigar manufacturers throughout the country asking them to reply "yes" or "no" in reference to a proposed plan for co-operative advertising campaign to increase the sale and consumption of cigars.

Mr. Duys enclosed with his letter, a card which every cigar manufacturer is urged to sign and return to him indicating their approval or disapproval of the plan, without in any way obligating themselves. The card reads as follows:

"Referring to your letter of September 3, 1930, we are in favor of your plan for cooperative advertising campaign provided cigar manufacturers with a combined output of 4000 million cigars join this movement (total grand production of United States at present is about 6400 million). No financial obligation to us for signing this card; this simply means we are favorably impressed by this proposal and our acceptance is subject to the plan being worked out to our satisfaction." A separate line is provided on the card for those in favor to sign, and those not in favor.

Mr. Duys' letter which accompanied the card reads as follows:

Dear Sirs:

"According to the recently published Government figures on tobacco consumption for the first seven months of the calendar year 1930, the output of cigars showed a falling off of 278,000,000 while in the same period there was an increase in cigarette consumption of 2,034,000,000.

"This establishes very clearly two essential facts; first, that the American public loves the taste of tobacco and the idea of smoking, and is growing more tobacco-minded every day; and second, that, owing probably to the lack of suggestion or direction, American smokers are taking their tobacco in the form of cigarettes more freely than in the form of cigars.

"Personally, I believe this situation is unnecessary and unnatural. Furthermore, I believe all that is necessary to change this condition is to give the young man of this country an intrinsic argument, showing him why he should vary his smoking the same as he does his eating. Obviously, the average man would not be satisfied with ham and eggs or oatmeal three times a day, and I feel certain, that if he were told the story, he would want his tobacco in different styles as well as his meals.

"There is one way, and only one way, by which this story can be put across and by which cigar smok-

(Continued on Page 16)

"LUCKY STRIKE" SALES ESTABLISH RECORD

IN ONLY six of the years since dissolution of the American Tobacco Company in 1912, have earnings of the American Tobacco Company exceeded the net profit for the first five months of 1930. Beginning with 1924, earnings have exceeded $20,000,000 each year, and reached the high point of $30,178,604 in 1929, according to the *Wall Street Journal*.

This fell only about $500,000 short of record net profit of $30,633,314 earned in 1911, the last year before the dissolution. Net profit for the first five months of 1930, amounted to $19,122,800, or at the rate of $45,894,000 annually.

For the American Tobacco Company to show earnings for the full year at the average rate of increase of the first five months of 1930 over 1929 would, however, require an even greater advance in sales than has already taken place this year.

The present price of cigarettes, representing an advance of forty cents a thousand, or fifteen per cent. in the amount actually received by the manufacturer, was put into effect in October, 1929. During the final two-and-one-half or three months of 1930, therefore, the extra advantage of the higher selling price will not exist, and only that derived from increased volume will be obtained.

Present indications are that net profit of American Tobacco Company in 1930, will approximate $42,500,000 after all charges, but before preferred dividends. Deductions of preferred dividends of $3,161,982 would leave close to $39,500,000 applicable to the 4,687,442 shares of common and common B stock to be outstanding after the two-for-one split, or about $8.50 a share on the two classes of common. Rapid increase in sales would indicate that American Tobacco should have no difficulty in reaching the above figure, a gain of more than $12,000,000 over 1929 net.

In the first seven months of 1930, "Lucky Strike" sales gained 3,539,000,000, while total production of cigarettes increased only 2,031,030,000. The increase in sales of "Lucky Strike" cigarettes, in the first seven months of the year, amounted to 4.9 per cent. of the total number of cigarettes withdrawn for domestic consumption by all United States manufacturers during the period.

The price of popular brands of cigarettes to the retailer, after discounts, is $5.64 a thousand. Of this, the Government takes $3 in tax, leaving $2.64 a thousand for the manufacturer. At this rate, American Tobacco Company, this year, has obtained slightly less than $9,500,000 additional income from the sale of 3,539,000,000 more "Lucky Strike" cigarettes in the first seven months of this year than in the like period of

(Continued on Page 17)

UNIVERSAL TOBACCO MACHINE COMPANY NOW OPERATING ITS NEW PLANT

IT WAS a foregone conclusion that with the introduction and immediate acceptance of their New Model R Automatic Cigar Rolling Machine, also their new Model S-2 (Cross Feed Feed Type) Long Filler Bunch Machine, that the Universal Tobacco Machine Company would soon have to locate in larger quarters.

With that object in mind land was purchased last spring and plans put into operation to build a plant that would be absolutely the last word in factory and machinery construction.

The site selected was on the junction of Paris and Niagara Streets, adjacent to State Highway Route No. 25. This location insures convenient and rapid trucking facilities to all shipping points in the metropolitan area. A depressed driveway is arranged so that the shipping and loading platform is at truck level. Adjoining the present building additional vacant land is under contract for further expansion when necessary.

The New Universal Tobacco Machine Company Factory at Newark, N. J.

The building is a single story brick structure with heavy "I" beam roof girders. It is divided into three large bays with a minimum number of posts. The roof is heavy mill construction of the fully ventilated monitor type. The monitor is located in the centre span and extends practically the full length of the building. The average architect's ambition of constructing a building entirely of glass has almost been accomplished in this new Universal building. Practically three quarters of the wall area is glass, and a considerable part of the top structure. The amount of air, light and sunshine that enters can readily be imagined.

A low pressure boiler with the latest type oil burning equipment is provided for heating, the distribution of heat for the manufacturing area being throug thermostatically controlled heating units of the blower type, whereas the offices and demonstration room are heated by direct radiation.

What is more important than the erection of this new building is the installation of various types of modern machinery for the rapid and precise construction of cigar making machinery.

Massive machines of iron and steel operate automatically, shaping the various parts of the Universal Machines with thoroughness and almost unbelievable precision. A variation of one thousandth part of an inch is a serious matter in this plant, where machines are constructed that must last a lifetime. The fact is that many Universal Machines built twenty years ago are still operating today in cigar factories throughout the world, just as efficiently as the day they were installed.

Ample office space is provided for the general offices and for the designing and engineering force.

A large demonstration room where a full line of cigar machinery manufactured by the Universal Tobacco Machine Company may be seen in operation is another feature of this new plant.

The complete line of Universal stock and labor saving cigar machinery is as follows: Model M Universal (Planetary Gear Driven Type) Tobacco Stripping and Booking Machine, Model L Universal (Positive Plunger Type) Scrap Bunch Machine, Model S Universal (Standard Type) Long Filler Bunch Machine, Model S-2 Universal (Cross-Feed Type) Long Filler Bunch Machine, Model T Universal (Blending Type) Long Filler Bunch Machine, Model R Universal (Individual Turret Mold Type) Automatic Cigar Rolling Machine, Model A Universal (Automatic Feed) Cellophane Wrapping Machine, Model C-3 Universal Three Plate Wrapper Register, Model J Universal Leaf Counting Device, Model W Universal Butt Cutting Device.

The moving spirit in this undertaking is George C. Sherman, a well-known figure in the tobacco industry, president of the Universal Tobacco Machine Company.

ANGRY TOBACCO GROWERS MAKE VOW

A MOVEMENT is under way in the new bright belt tobacco section of eastern North Carolina to boycott manufactured tobacco products in protest against prevailing low prices for raw tobacco.

A mass meeting of Edgecombe County tobacco growers and business men launched the movement. A resolution was passed pledging those at the meeting to refuse to "buy, use or consume in any manner, shape or form any of the manufactured products of tobacco unless and until fair, reasonable and living prices are paid to the producers for their tobacco."

The resolution also pledged those present to reduce their tobacco acreage for the 1931 crop twenty-five per cent.

Prices on the tobacco auction market which opened the last week in August in the new bright belt, were five to seven cents under last year's prices. Most of the tobacco sold for seven to nine cents a pound, a price the growers contend is under the cost of production.

H. G. HICKS RESIGNS FROM AMERICAN

Announcement was made recently that Harry G. Hicks, who has been connected with the Havana Department of the American Cigar Company for a number of years, has resigned from his position with that company.

Mr. Hicks is recognized as a good judge of high grade cigars. No announcement was made as to his future plans.

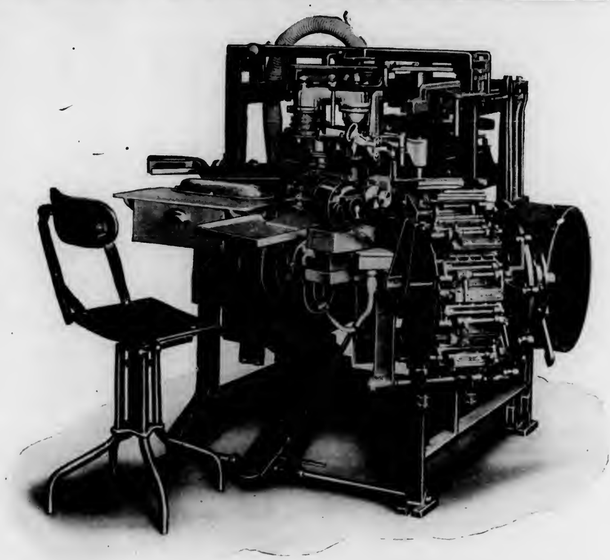
PENNSYLVANIA CROP DECLINES FURTHER

According to the report of the Pennsylvania State Department of Agriculture as to crop conditions in the State on September 1st, the tobacco crop, as well as other crops throughout the State, is the poorest on record for this time of the year, due to the continued drought.

Prospects of the tobacco crop declined sharply throughout the State during the month bringing down the forecast from 47,880,000 pounds on August 1 to 37,905,000 pounds on September 1. Heavy hail storms caused considerable additional damage in Lancaster County.

The Model R Universal Automatic Cigar Rolling Machine

Is Designed to Work in Combination With any of the four Universal Bunch Making Machines Models L, S, S-2 and T.



$7,500

Convenient Time Payments in United States and Canada. Prices, F. O. B. Our Plant, Newark, N. J., U. S. A.

AFTER our long and continued success in the development of Cigar Making Machinery, starting with the Model M Universal Tobacco Stripping and Booking Machine, down to our latest, the Model S-2 Universal "Cross-Feed Type" Long Filler Bunch Making Machine, it was the next logical step that we should develop a machine that would complete the process and deliver the finished Machine-Made Cigar.

Before designing the Model R Universal Automatic Cigar Rolling Machine, a thorough investigation was made with a view to avoiding or correcting the faults existing in other Cigar Making Machines. The result is a compact machine, simple in operation, sturdy in construction, with a minimum number of parts all of which are interchangeable.

The Model R Machine has been subjected to a series of most severe tests in factories making cigars of varying shapes and sizes, from all kinds and grades of tobacco, with the result that it is now being offered to cigar manufacturers supported by the enthusiastic approval of those practical cigar men who have proven the machine and are now using it in their own cigar factories.

The Model R Machine, which will produce from 400 to 500 cigars an hour, depending on the efficiency of its operator, is timed to a capacity of ten (10) cigars a minute. The Model R requires but one operator to effect a saving of $1.00 and upwards a thousand under the lowest cost heretofore obtainable in Machine Made Cigars.

COMPLETE visibility in all of its operations is one of the outstanding features of the Model R Machine. Before the bunches are placed into the individual turret molds of the Model R Machine they are inspected for imperfections by the operator of the Universal Bunch Making Machine. "Throw outs" are eliminated before the bunches are placed into the individual turret molds of the Model R Machine. The result is that imperfect bunches are, of course, never rolled on the Model R Machine.

This means an important saving of binder and wrapper stock, which ordinarily is spoiled and scrapped on imperfect bunches made on other types of Automatic Cigar Machines.

There are always ten bunches under pressure in the individual turret molds of the Model R, and the pressure on each bunch is uniform throughout and for the same length of time. The bunches in the individual turret molds are all subjected to the same atmospheric conditions, and for the same period of time. This condition cannot prevail where cigars remain in wooden molds from several minutes to hours, over night, and often over a week-end.

Aside from the increased production and saving in stock and labor costs you are always assured of a uniformity in the size, shape, appearance and condition of cigars made on the Model R Universal Automatic Cigar Rolling Machine.

The Model R Machine is sold outright, thus relieving the cigar manufacturer of all unnecessary royalty or leasing entanglements.

UNIVERSAL TOBACCO MACHINE CO.

40 EAST 34TH STREET, NEW YORK

PHILADELPHIA.

BAYUK SECRETARY ON VACATION

J. O. DAVIS, secretary of Bayuk Cigars, Inc., returns to his desk today, after being away on a brief vacation. Mr. Davis kept his vacation plans a secret in order that he might get a complete rest and the utmost benefit from his absence.

From all appearances, the Bayuk factory is feeling no effect from the business depression as all departments are working full blast, and business on Bayuk brands is good.

G. L. Branzell, territorial manager for Bayuk Cigars, in Maryland and Virginia, and Mr. Cox, were visitors at headquarters last week conferring with A. Joseph Newman, sales manager, in reference to shipments and plans for the fall campaign.

R. T. Williams also visited the Bayuk offices last week and arranged for shipments of Bayuk brands for the Christmas season.

The recently introduced "Tradition" brand is meeting with surprising success wherever it has been placed, and the repeat orders on this brand are very gratifying.

TAMPA BOX MAN A VISITOR

Melvin Fisher, son of Thomas D. Fisher, of the firm of Weidman-Fisher & Company, cigar box manufacturers, of Tampa, Fla., was a visitor in Philadelphia last week.

Mr. Fisher was making a motor trip through the north, accompanied by Mrs. Fisher, and stopped a few days in Philadelphia where he visited the cigar box manufacturers and inspected several of the plants here.

He reported that business conditions among the cigar manufacturers of Tampa were very good, and that they were highly optimistic as to the outlook for the balance of the year.

After leaving Philadelphia, Mr. and Mrs. Fisher motored to New York City, where they spent a few days before returning to Tampa.

WEBSTER-EISENLOHR STOCK LISTING

Officials of Webster-Eisenlohr, Incorporated, on Thursday, made application to the New York Stock Exchange for listing 409,313 shares of no par value common stock, in connection with their re-organization plan, which was ratified by the stockholders at their recent meeting.

WEBSTER-EISENLOHR PLAN APPROVED

AT A SPECIAL meeting of stockholders of Webster-Eisenlohr, Inc., held on Wednesday, September 3d, the proposed recapitalization plan of the company was approved.

It provides for the issuance of 500,000 shares of no par value common stock and the conversion, share-for-share, of all of the present outstanding common stock of $25 par value for the new common stock.

Stockholders also approved the taking over of the assets of the Webster Cigar Company by Webster-Eisenlohr, Inc. The Webster Company has heretofore been operated as a wholly owned subsidiary.

Joseph F. Cullman, Jr., president of the company, stated that the recapitalization plan is expected to pave the way for the resumption of the payment of dividends on the preferred stock.

The plan will go into effect September 17.

CIGAR MEN VISITORS

John Wagner & Sons, Dock Street distributors, have felt no effect from the business depression which is causing so much worry to business in general, and they report a splendid business on the many fine brands of imported and domestic cigars which they distribute in this territory.

Among the brands which they handle and which are enjoying a splendid demand are "Haddon Hall." "Pall Mall," "Don Sebastian," "La Corona," and other famous brands.

E. A. Klein was in town last week, and expects to be a visitor here again during this week.

Steve Hertz, of D. Emil Klein was here last week as was C. W. Saunders, of the Cortez Cigar Company and both report an excellent demand for their brands.

Kid Nichols, of the "Belinda" factory, and Geo. Stocking, are expected during the latter part of the week.

TREBOW OPENS NEW FACTORY

Max Trebow, well known in cigar-manufacturing circles, of the Trebow Cigar Corporation, has opened a cigar factory at 324 N. Ninth Street, in the building formerly occupied by Geo. Zifferblatt & Company, and prior to that time by Morris D. Newman & Company.

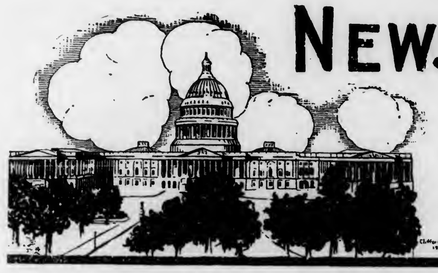
The Trebow Cigar Corporation will manufacture the "Flor de Congress" brand and others here. They also maintain a factory in York, Pa.

Pleasure Ahoy!

CAMELS are companions for any occasion . . . mild, mellow, gloriously fragrant . . . enjoyable as the sparkle of sun and spray . . . a smoke that's *all* pleasure!

Camels

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A MATERIAL reduction in the demand for wooden cigar boxes between 1927 and 1929 is shown by figures just compiled by the United States Census Bureau, placing the production last year at 94,991,000 valued at $11,257,000, against 97,409,058 valued at $11,949,376 in the earlier year, a drop of 2.5 per cent. in number and 5.8 per cent. in value. The total production of wooden boxes, however, will be increased when returns are made by establishments engaged primarily in other industries, in which cigar boxes are a secondary product. The production of this type in 1927 was 5,539,237 boxes valued at $825,945, equivalent to 5.7 per cent. of the number and 6.9 per cent. of the value of wooden cigar boxes made within the industry.

The number of establishments engaged in this industry dropped from 136 to 118 between 1927 and 1929, and the average number of wage earners declined from 4577 to 4360. Wage expenditures during the year were $3,597,000 in 1929, against $3,925,329 in 1927, a decline of 8.4 per cent., and the cost of materials, fuel and purchased electric current was $5,272,000, against $5,620,725, a decline of 6.2 per cent.

In addition to cigar boxes, the establishments in the industry last year had other products, including receipts for custom and contract work, totaling $1,250,000 in value, against $959,363 in 1927.

The value added by manufacture (the value of products less cost of materials, fuel and current) was $7,235,000 last year, against $7,288,014 in 1927, the average per wage earner being $1659 against $1592.

It is pointed out by the Census Bureau that manufacturers' profits cannot be calculated from the census figures because no data are collected for certain expense items, such as interest on investment, rent, depreciation, taxes, insurance and advertising. The figures for wage earners do not include salaried employees, and the number of wage earners employed is based on payrolls and not on constant employment.

The figures just issued by the bureau are purely tentative and are subject to correction later. They are released at this time in order that the maximum current value of the census may be obtained, and in order to issue them the bureau compiled its information without the careful check which will be made before publication of the final figures, making estimates, where necessary, for items which may have been omitted from some of the reports.

Chain Store Investigation Being Pushed

Investigation into the operation of chain stores is being pushed with all possible speed by the Federal Trade Commission, which now is engaged upon a review of income statements and balance sheets contained in financial reports and in attempting to secure the return of questionnaires which have not yet been returned. As soon as this work is completed, it has been announced, tabulation and analysis of the material will be undertaken.

So far the commission has secured the return of schedules covering 65,367 stores belonging to 1663 systems, two-thirds of which are engaged in the grocery industry. The most important lines being studied are groceries, for which information has been secured from 42,751 stores belonging to 371 systems; shoes, 5242 stores belonging to 219 systems; variety establishments, 4035 stores belonging to 110 systems; clothing, 3689 stores belonging to 410 systems, and tobacco, 3394 stores belonging to 23 systems.

The commission is also making price studies in various cities and has already completed its investigation in Des Moines.

Will Make Survey of European Tobacco Trade

An exhaustive survey of European tobacco production and consumption, with special reference to their effect on the demand for American tobacco, is to be made by the Department of Agriculture. John B. Hutson, for the past six years in charge of important investigations in the production and marketing of tobacco and with farm management problems in tobacco-producing states, has been appointed principal tobacco specialist in the foreign agricultural service, and will shortly establish headquarters in Berlin, from which point he will make the study.

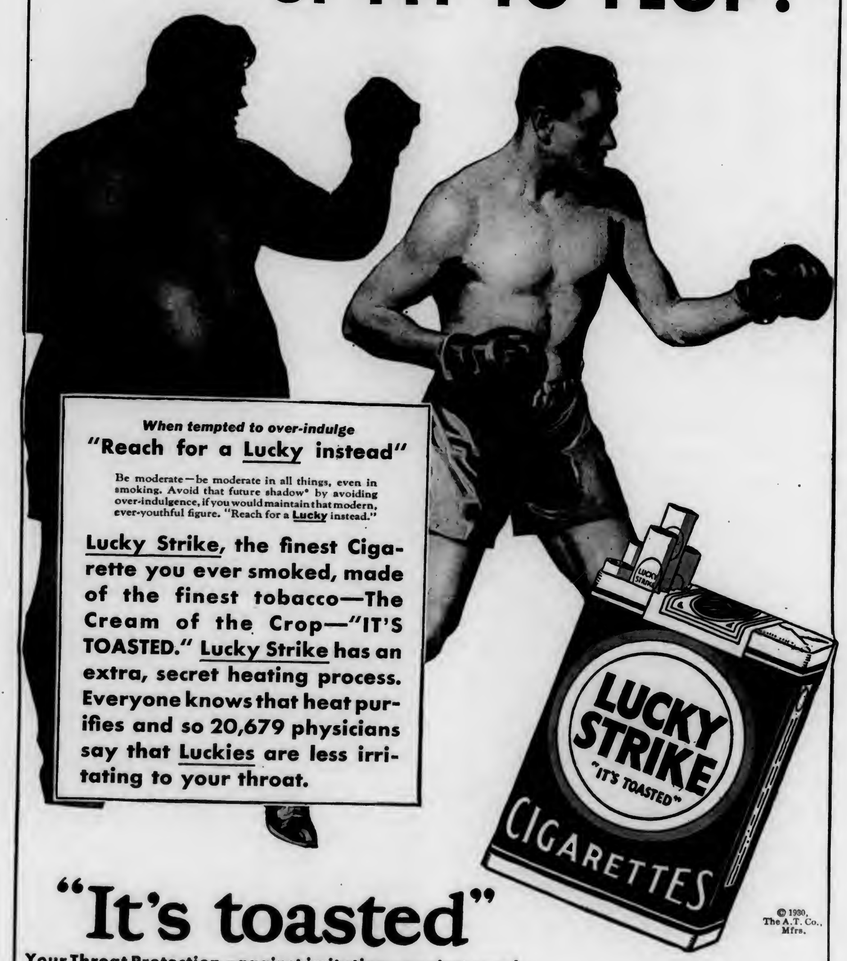
The inquiry will cover foreign competition with and demand for American tobacco, including factors affecting acreage and production of European types, marketing conditions for American-grown tobacco and the factors affecting the consumption of foreign grown types that compete with tobacco from the United States. In an effort to esablish a more comprehensive foreign reporting service on tobacco, Mr. Huston will work with the European representatives of both the Department of Agriculture and those of the Departments of Commerce and State in making a survey of the various agencies now collecting tobacco information.

Bankruptcies Cause Loss of $830,000,000

A total of 62,845 bankruptcy cases, of which 57,299 were voluntary and 5546 were involuntary, were filed during the fiscal year ended June 30th last, it is shown by figures just made public by the Department of Justice.

(Continued on Page 14)

FIT TO FIGHT
or FIT TO FLOP?


When tempted to over-indulge
"Reach for a Lucky instead"
Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."
Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"

Your Throat Protection—against irritation—against cough

*We do not say smoking Luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."

© 1930, The A. T. Co., Mfrs.

Raleigh
Cigarettes

PLAIN....TIPPED

WALLET
pack keeps every cigarette firm and fresh.

18 cents
2 for 35c.

Place a carton of Raleighs on your counter and watch sales mount. There's *real* profit for you in an 18 cent sale—and more to follow because smokers who try Raleighs repeat again and again.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

NEW RULING WORRIES IMPORTERS

A RECENT ruling by the Treasury Department to the effect that tourists returning from Cuba may now bring with them to this country $100 worth of cigars for their personal use, free of duty, has cast another burden of worry on cigar importers and retailers throughout the country.

Of course returning tourists have been allowed to bring in $100 of goods duty free for many years, but previously this did not include cigars or tobacco products, there having been an exception made on this class of merchandise and a limit fixed of 50 cigars, 300 cigarettes or three pounds of smoking tobacco.

However when the new tariff bill was recently passed by Congress no mention was made of these restrictions on tobacco products, so that the department has recently ruled that tourists may bring in their whole $100 worth of merchandise in cigars if they so prefer.

In view of the fact that wealthy tourists visiting Cuba are becoming more and more numerous each year, this new ruling is causing no little concern among cigar importers, in fact more so than the recent removal of parcel post restrictions on the number of cigars that may be imported by parcel post at any one time.

Practically every cigar smoker who visits Cuba avails himself of the opportunity of bringing back his quota of cigars duty free, but whether they will avail themselves now of bringing in the much larger quantity, time alone will tell.

UNITED SELLS HAPPINESS STORES

ACCORDING to an announcement made last week, Loft, Inc., has acquired control of the Happiness Candy Stores, and the Mirror Candy Stores, by acquiring the holdings of the United Cigar Stores Company in these two candy chains.

This is the first transaction whereby the Morrow interests, who took over control of the United Cigar Stores from the Whelan interests last year, have disposed of any holdings outside of the tobacco field.

Total assets of the merged candy companies are $20,000,000 and their annual sales are said to reach $18,000,000. The three companies comprise the second largest candy organizations in the world, and approximately 175 stores are involved.

The Happiness operate seventy-five stores and own the entire stock of the Mirror Company, which has twenty-five stores in their chain. It is understood that directors of the Happiness and the Mirror companies will resign and that Charles G. Guth, president of Loft, Inc., will assume executive control of the merged companies. James W. Carkner will be vice-president, and George M. O'Neil, secretary and treasurer.

The Happiness Candy Company operates five factories in the East, and last year reported assets of $6,951,996, and the products of the Mirror Company have been sold in the 3000 United Cigar Stores throughout the country. Capitalization of the candy company consisted of 1,122,089 shares of common stock, of which the United Cigar Stores Company held approximately 850,000 shares. Assets of Loft, Inc., at the close of last year were reported as $13,051,148.

FORMER SHEIP EXECUTIVE KILLED

Word was received here on Friday of the sudden death of Issac N. Troth, former secretary of the Henry H. Sheip Manufacturing Company, cigar box manufacturers, of Sixth Street and Columbia Avenue.

Mr. Troth had been visiting in Philadelphia and was returning to his home in Hendersonville, N. C., when his car was struck by a train and Mr. Troth was killed. Mr. Troth moved from this city to Hendersonville about two years ago.

AMERICAN CIGAR COMPANY SALES UP

In spite of the fact that production of cigars by all manufacturers in the United States showed a decline of 56,000,000 cigars for the month of July, sales of all cigars by the American Cigar Company showed an increase of 13,074,000 for the same period.

For the first seven months of 1930 sales of cigars by the American Cigar Company showed an increase of more than 74,000,000 while total production by all manufacturers showed a decrease of more than 278,000,000 cigars for the same period.

HAIL HITS WISCONSIN CROP

Reports from the Wisconsin tobacco growing section indicate that some damage was done to the crop on September 1st by a hailstorm, which visited that section, accompanied by hail and heavy winds.

Many acres of tobacco were damaged so severely by the hail as to be a total loss, while in some sections the damage was slight. The fact that the loss was not heavier is due to the fact that much of the crop had been harvested.

A COOLER SMOKE IN A DRIER PIPE

Granger
Rough Cut

THIS old-fashioned goodness is ALWAYS in style!

Back in 1870 a gentleman named Wellman discovered that the full flavor of Kentucky Burley could be "sealed in."

Granger is sole heir to Wellman's secret. Slow as it is, we know no modern method that assures such smooth, lasting, *cool* pipe-pleasure.

And thousands and thousands of pipe smokers find this old-fashioned goodness right up to the minute! Handy pocket package (heavy foil)—practical and sensible.

LIGGETT & MYERS TOBACCO CO.

P. R.-AMERICAN SALES GAIN

THE Porto Rican-American Tobacco Company reports a substantial increase in sales for the month of August, 1930, as compared to the same month of 1929, in both their cigar and cigarette departments. The increase in the cigarette department is attributed to the introduction of the "El Toro" cigarette in the United States market, which has met with much greater success than was anticipated. The "El Toro" cigarette retails in the popular cup package of twenty cigarettes for fifteen cents.

Earnings of the company for the first half of 1930 have been substantially greater than for the previous year, and it is conservatively estimated that earnings for the full year will show an amount of approximately $1.25 a share available for the common stock, after allowing charges and dividends of $3.50 on the A stock.

NEW FACTORY FOR BETHLEHEM

A new cigar factory is soon to be opened in Bethlehem, Pa., according to an announcement made by Max Stern, formerly associated with a prominent cigar-manufacturing company, who will manufacture a patented cigar with a perforation in the end, thus making it unnecessary for the end to be cut off before smoking.

GEORGE W. HELME DIVIDEND

George W. Helme Company, snuff manufacturers, have declared a regular quarterly dividend of $1.25 on the common and $1.75 on the preferred stock of the company, both dividends are payable October 1st to stockholders of record September 10th.

SCHINASI LEAVES $50,000 TO HOSPITAL

The will of Leon Schinasi, son of Solomon Schinasi one of the founders of Schinasi Brothers, cigarette manufacturers, and president of the Schinasi Commercial Corporation, was filed for probate last week in New York City, and discloses that Mr. Schinasi willed $50,000 to the Sydenham Hospital, of which he was a director.

Mr. Schinasi died on August 16th while traveling with Mrs. Schinasi in France.

Mr. Schinasi also willed to his widow, Mrs. Roby Schinasi, a life annuity of $60,000, which ceases in case she remarries.

Mary Parce, Mr. Schinasi's secretary, and Philip Landon, office assistant, each receive $10,000; Judge Otto A. Rosalsky, of General Sessions Court, Dr. Max Rosenthal, and William V. Saxe, all friends of the testator, each receive $15,000.

Eli Alton, William Alton, and Lenore Alton, each receive $5000 and four servants receive $1000 each.

Mrs. Lenora Smith, daughter of Mrs. Schinasi by a prior marriage, receives an annuity for life from a fund of $25,000.

The residuary estate is left in trust for Solomon Schinasi, three-year-old son, and Betti Schinasi, infant, whose shares are 80 and 20 per cent. respectively. The two children also receive works of art and personal effects of which Mrs. Schinasi has the use during her life.

S. & S. CIGAR COMPANY FILES PETITION

A voluntary petition in bankruptcy was filed last week before Judge Dickinson, by the S. & S. Cigar Company, of 1718 South Twelfth Street. No schedule of assets or liabilities was filed with the petition. L. Leroy Deininger was appointed referee.

TOBACCO ADVERTISING INCREASES 19 PER CENT.

DURING the first eight months of 1930, cigar, cigarette and tobacco advertising in national magazines, national farm magazines and radio broadcasting amounted to $5,121,014 compared with expenditures of $4,542,413 during the same period of 1929. This increase of $868,601 represents an increase of 19 per cent. for the first eight months of 1929, according to the Business Survey Department of Dorrance, Sullivan & Company, New York advertising agents.

The accumulative total of all cigar, cigarettes and tobacco advertising for the first eight months of 1930 in national magazines was $4,107,202 as against $3,607,-181 for the first eight months of 1929, a gain of 13 per cent. The accumulative total for national farm magazines for the first eight months of 1930 was $181,975 as against $179,842 for the same period of 1929, a gain of approximately 1.18 per cent. The accumulative total for radio broadcasting for the first seven months of 1930 was $1,121,837 compared with $755,390 for the first seven months of 1929, a gain of 48 per cent.

Cigar, cigarettee and tobacco advertising in national magazines, national farm magazines and by radio broadcasting during August 1930 amounted to $786,766 compared with $509,586 in August 1929, a gain of 54 per cent.

In national magazines advertisers spent $571,753, a gain of 43 per cent. over the August, 1929 figure which was $398,815.

National farm magazine cigar, cigarette and tobacco advertising in August, 1930 was $35,100, a gain of $26,790 over the August, 1929 total of $8310 or 322 per cent.

Radio broadcasting of cigar, cigarette and tobacco advertising in July, 1930 amounted to $179,913 as compared with $102,461 during July, 1929, a gain of 75 per cent.

TAMPA'S AUGUST PRODUCTION

Although the production of cigars in Tampa for the month of August was less than for August, 1929, it was well ahead of the production for the month of July, 1930. In spite of the general falling off of business in all lines, Tampa cigar factories are very well satisfied with their share of the business.

The total number of cigars produced in the month of August, 1930, in Tampa was 39,196,650, while there were produced in the same month of 1929, 45,948,030 cigars. Production for July, 1930, was 38,934,096.

The August production by classes was as follows: Class A—15,751,070; Class B—704,200; Class C—16,-371,380; Class D—6,259,000, and Class E—111,000.

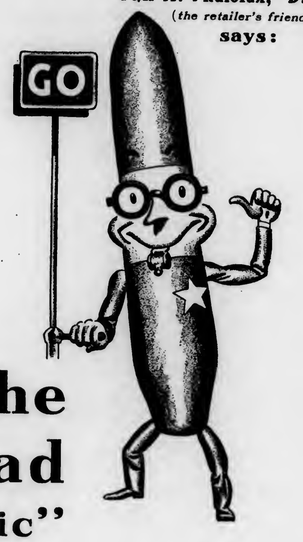
CUT PRICE DEALERS ORGANIZE

At a meeting held at the Hotel McAlpin in New York City on September 2, the Cigar, Stationers and Confectionery Retailers' Association, of Greater New York was organized, and Sol Hirshhorn, a retailer, of 269 West Thirty-fourth Street, New York, was elected president.

The stated purpose of this new organization is to eliminate price-cutting and create a genuine spirit of co-operation among retailers of every type in Greater New York City.

The meeting was attended by a large number of retailers and considerable enthusiasm was in evidence. It is expected that another open meeting will be held in the near future.

Phil M. Phulofax, *D. B. I.
(the retailer's friend)
says:



"The better the road the heavier the traffic"

"Why does a chicken . . . well, never mind that one, but tell me why one side of most every main street is more crowded with pedestrians than the other; and why do motorists as a rule prefer certain highways? Probably not one in ten, if you asked 'em, could give you an immediate answer except that 'the walking is better' or 'the road is smoother and wider.'

"And that's often the sort of reason why some cigar stores are more popular than others. Show me a store with a convenient entrance and a clear space from door to counter, and I'll show you a store which will always outdraw one that's cluttered with packing boxes, chairs, racks, telephone shelves or other obstructions—even though the two stores may have about the same advantages in the other sales-making requirements.

"Giving the customer a 'clear track' is very important. Customers may not be conscious of it, but they naturally prefer dealing where they can have plenty of elbow room. If your store hasn't got it now, I'd say plan a rearrangement. Throw out needless furniture. Move the telephone to the rear of the store—not only to help keep the front portion clear, but to attract its users to your counter displays as they pass. Put in more compact show-cases, if necessary. . . . Give the customer the floor—he's your bread and butter!"

Phil M. Phulofax★
D. B. I.

P. S.—If you like these little efforts to be helpful and have some good ideas of your own on running a cigar store, I'd be mighty glad to pass 'em along to your fellow retailers. Drop me a line.

★*Associated with* BAYUK CIGARS, INC., *Philadelphia*
Makers of fine cigars since 1897

BAYUK BRANDS
BUILD BUSINESS
BAYUK PHLADELPHIA CIGAR
BAYUK HAVANA RIBBON
CHARLES THOMSON
MAPACUBA
BAYUK TRADITION

News from Congress

(Continued from page 8)

Statistics covering the bankruptcy cases handled by the department were compiled for use during the investigation into the administration of the Bankruptcy Act which is to be made in cooperation with the Department of Commerce under the direct order of President Hoover.

The number of cases pending at the close of the previous fiscal year ended June 30, 1929, was 59,113, of which 42,688 were voluntary and 16,425 involuntary. At the close of the fiscal year 1930 there were 61,410 cases pending, of which 45,168 were voluntary and 16,242 involuntary.

Classification of the cases concluded during the year shows that 1386 were manufacturers, 13,580 merchants, 29,067 wage earners, 4472 farmers, 13,378 professional and 10,655 unclassified. The amount of liabilities involved in these cases totaled $948,257,731, compared with $883,605,665 during the preceding fiscal year, and the amount realized from the cases concluded was $118,572,409. The loss resulting from bankruptcies in the United States in the cases concluded last year, it is indicated, was approximately $830,000,000, or even more than the $750,000,000 estimated by President Hoover as the annual loss. The net amount realized from these cases after deducting expenses of conducting the bankrupt businesses was $106,245,487. The department's analysis of the figures shows that $22,220,143 was spent for fees and expenses of administration; $747,316 was paid to bankrupts on account of or in lieu of exemptions; $31,109,642 was paid to priority secured and lien creditors; $50,717,822 was paid to general creditors; $1,126,245 was paid to reclamation crediters or in commutation of dower and other payments, and $331,288 was undistributed.

Possibility of Further Tax Relief Considered

Possibilities of further tax relief are being considered with great interest in Washington, where Treasury officials who have been studying the financial situation point out that business conditions so far this year, indicating a decrease in the earnings of individuals and corporations, together with the badly reduced customs revenues as a result of the decline in foreign trade, have so greatly affected estimates of governmental revenues as to make a continuation of the one per cent. reduction in normal tax rates virtually out of the question, while, on the other hand, the promise of further reductions in Federal income taxation as an evidence of the efficiency of the Hoover Administration, has been made by the Republican National Committee in an elaborate analysis of the activities of the administration to date.

The one per cent. reduction in the 1929 normal tax payments was provided by Congress for that year only and was not intended necessarily to be a permanent cut. Unless Congress takes action at the coming session to extend the cut, the 1928 rates will automatically come back into effect. While Treasury officials now do not seem very optimistic as to the possibilities of continuing the lower rate, it is pointed out that they do not have to make a decision for some months as tax recommendations will not go before Congress until December. By that time, it is hoped, some change in the situation may have come about which will enable the Government to continue the present rates without unduly endangering the financial stability.

The promise of the National Committee that further relief may be found possible is conditioned on the curtailment of public debt with the resulting saving of interest charges. However, it is indicated, a repetition of the one per cent. reduction in the normal income tax assessment of last year can be effected only by slowing up further debt curtailment.

WASSERMAN TO DISTRIBUTE "PUNCH"

THE B. Wasserman Company, New York City distributors, has concluded negotiations with the Havana factory, whereby they will become exclusive distributors of the well-known "Punch" brand of cigars in this country, with the exception of the New England territory.

The Wasserman Company will carry a full line of this brand, which has been famous in England for many years, but has never been exploited extensively in this country up to the present time.

UNITED CIGAR STORES BUILDING SOLD

Last week, the three story office and store building at the southeast corner of Tenth and Market Streets, was sold, through A. M. Greenfield & Company, to a private investor, whose identity was not disclosed. The property had been held for sale at $600,000.

The building is under lease for a long term of years to the United Cigar Stores Company, and a store in the building was leased, also last week, by the United Cigar Stores Company to the Variety Shoe Company, for a term of years at an aggregate rental of $75,000.

CIGAR MERCHANT ROBBED OF $575

Samuel Stein, who conducts a cigar store at Fifty-second and Greenway Avenue, heard a noise in his store early Thursday morning and upon coming down to investigate, he found two men rifling the cash register. The bandits immediately seized him and took his wallet containing $250. They also took $25 from the cash register, and merchandise valued at $300, and escaped in a motor car. Stein called up the police thirty minutes later.

AMERICAN SNUFF INSURES EMPLOYES

The American Snuff Company has entered into a group life insurance program in excess of $1,000,000 for employes, effective August 1st, with the Equitable Life Assurance Society.

All employes of the company are eligible for the insurance in amounts in proportion to their salary or wages, and without medical examination.

UNITED FEATURING "LUCKY" DEAL

The United Cigar Stores are featuring a special deal on "Lucky Strike" cigarettes, consisting of two packages of "Luckies" and a guaranteed pocket lighter for forty-nine cents. The deal is in effect from September 11th to 17th only. All United windows are featuring the deal and the new "Lucky Strike" window display cut-out, which unfailingly attracts the passer-by.

UNITED TO DEVELOP BOOK BUSINESS

IN AN article in the *United Shield,* the house organ of the United Cigar Stores Company, for the information and instruction of their employees, the company states that they intend to develop their recently inaugurated book business on a large scale. The article is as follows:

"Why did we overlook, so to speak, the book business for so many years? No answer—which bears out the ancient adage that mistakes sometimes occur even in the best regulated families.

"It would probably be wrong to surmise that out of all the new ideas and suggestions contests we have had in our twenty-nine years of existence, no one ever proposed books. But it is safe to say that if any did suggest them, they either did not back up the idea strong enough to make it convincing or their offering fell on ears which were too skeptical. And this in face of the fact that department stores have had a mass business on books, first editions as well as popular priced books, for many years. Drug stores in later years caught the idea more or less feebly.

"Anyhow we know now! After giving books a thorough tryout in our own drug stores we know they mean both volume and profit sales and we are therefore further extending them to our cigar stores and agencies.

"Agencies in most instances accustomed to depending upon a more diversified line of merchandise for their sustenance than are our regular cigar stores, are welcoming the book business eagerly and using every effort to put it over strong and succeeding. This is particularly so among our news-dealer agents who know the advantage of United quantity buying and therefore the extra profit which goes with it.

"Most of our regular cigar store men have also welcomed the book scheme although their familiarity with book merchandising, due to lack of experience, will to some extent delay their progress in building this new part of their business. The fact though that book volume will raise their store standard of gross profit is an incentive which they are not overlooking.

"The Mystery Book League—a new thrilling mystery story every month and a first edition at a popular retail price is going to help immensely.

"The big thing in this book business lies in getting the public thoroughly informed that United stores are Headquarters for Books. Once this fact is established, book lovers will be sure to become as used to buying in cigar stores as they are in the places where books have long been a specialty. It therefore behooves every man behind a counter to lose no opportunity to tell their customers of the new departure."

AMERICAN CIGARETTES WORRY FRANCE

The tobacco monopoly of France is eagerly seeking the secret of the amazing success in France, as elsewhere, of the American cigarette, in an effect to combat their invasion from the United States.

Although sold at more than twice the price in America, and at half again as much as the better French cigarettes, American brands are widely purchased by natives as well as by visitors.

The French monopoly has been trying for more than a year to discover the reason for the popularity of American cigarettes, and now has launched a brand of its own, which in color and favor resemble some American makes.

Government officials are hoping that they have at last discovered a cigarette to compete with American brands.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio	President
CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO. S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City	President
MILTON RANCK, Lancaster, Pa.	Vice-President
LEE SAMUELS, New York City	Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J.	President
CHARLES D. COLEMAN, Chicago, Ill.	Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President

DUYS ASKS ADVERTISING OPINION

(Continued from Page 3)

ing can be sold to the public; and that is by means of a convincing, constructive and comprehensive promotion and advertising program, fostered and financed by the cigar industry.

"The question now is, are you cigar manufacturers, and all those affiliated with the cigar business, ready to start a campaign of that kind?

"The organization, of which I have the honor to be president, represents an output of 4,500,000,000 out of a total of 6,400,000,000 cigars.

"The American Cigar Company and P. Lorillard Company who jointly make upwards of 1,200,000,000 cigars and cheroots, have not joined us, presumably on account of their cigarette interests. It is understood that they will co-operate with us in regard to important legislative questions. Whether they will join this campaign, I am not in a position to say at present.

"I figured that at least $1,000,000 will be required for this purpose and that it could be made available by the simple expedient of taxing producers on the basis of their output, that is to say, a charge to manufacturers of 15 cents per M on nickel cigars and 25 cents per M on 10-cent cigars, with the leaf tobacco interests, cigar box manufacturers, lithographers and cellophane and machinery people also doing their share in full proportion.

"I, personally, am willing and anxious to undertake this job for you, in my capacity as president of this association, with the co-operation of a committee of your selection, and with the professional services, of course, of a competent and reputable advertising agency.

"The cigar industry now has a real, active and progressive organization; and with only the welfare of the industry at heart, I am going to ask all manufacturers, large and small, to be broadminded enough to forget all individual and selfish interests, and to work solidly together on this vital proposition.

"Please let me have your 'Yes' or 'No' on the enclosed card at your earliest convenience.

"Very truly yours,

"JOHN H. DUYS,
"President."

More than one hundred cigar manufacturers, representing considerably more than fifty per cent. of the total cigar production of the country, as well as many members of the leaf tobacco industry and suppliers, are now members of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, accordingly to a list released by Mr. Duys last week, and it now remains to be seen whether they are sufficiently awakened to the position of the cigar industry at the present time to grasp this opportunity to increase cigar production and consumption. The cost to the cigar manufacturer will be small in comparison to the results to be obtained, and there hardly seems to be any question of doubt but that cigar consumption can be increased materially if a sufficient advertising fund can be raised, with which to carry on the work under the able personal direction of Mr. Duys.

PARK & TILFORD EARNINGS

Park & Tilford, reports for the first half of 1930, net profit of $169,371, equivalent to seventy-seven cents a share, as compared with $648,162 for the same period of 1929 before Federal taxes.

A TIMELY HINT

A LETTER written and signed "Shop Assistant," in reference to the declining sales of cigars in England, appears in a recent issue of the *Tobacco World*, London, and we are offering it with the belief that it might be of interest to the manufacturer and retailer in this country as well. It appears to us to have some foundation on fact. The letter is as follows:

SIR,—Why is it difficult to sell cigars? I ask myself this question; I ask cigar travellers; and cigar manufacturers ask themselves.

If sales of British cigars today were as good as (or even approaching) those of twenty years ago, the tobacco trade would be content. The majority of smokers have lost taste for cigars. They don't smoke them, and don't want them, and should occasion arise when they must buy them, they rely solely on the shopkeeper to give them something reliable, which they think must be expensive. If we mention "Havanas," they are too dear. If we say "British," they are no good.

How, then, can we expect to sell cigars?

Let us first of all remember that very few of us speak Spanish.

"Gloriosa," "Tobaccos Exquisitos," "Flor Finas," and those endless gold printed words, mean nothing, and are not understood by the man who wants a Sunday smoke.

Equally, the "Cabinet Box" with the name alone stamped on it, does not tell the buyer anything, and the neat boxes give the impression that the value is in the box instead of in the contents.

We all know what Colorado means. At least we know it means stronger than Claro and not so strong as Maduro, but I fear that is the limit of our general knowledge.

We all laughed a few weeks ago, at the tale of a man asking for a cigar called "Colorado," and yet why should he have known different?

There is no more reason why a cigar should not be called "Colorado" than a racehorse, and in any case Lord Derby knew the pedigree of his horse, which is more than we can always say on the "Colorados" and "Claros," of which we talk so frequently.

I believe that the first thing in selling English cigars is to mark them in English. Mark them "Mild," "Medium," "Full," or the necessary combination of those marks, and the public will understand.

Next, give them an idea of what they are buying. When you buy cigarettes the packet is marked "Puro Virginia," "Pure Rhodesian Tobaccos," or "Empire Blend," as the case may. Let us then mark cigars "Borneo Blend," "Pure Havana Tobaccos," or even "Blend of Empire Tobaccos"; for I believe that the manufacturer who markets a medium sized, medium priced, cigar of Empire brand, marking and advertising it as such, will command an enormous sale in a comparatively short time. Empire cigars should sell like Empire tobaccos. The smoker is not afraid of the word Empire any more, but proud of it, for it is the only kind he really thinks he can afford to smoke. It is my opinion that we cannot sell cigars because we cannot talk cigars.

You could not sell a motor car if the only thing you knew about it was its colour. Why, then, expect to sell cigars in similar circumstances. Let us know more about British cigars. Let us know what they are made of. Don't be afraid to say it in English on the boxes, and I believe that "Give Cigars" will once again become a fact instead of a slogan.

TO INVESTIGATE SMOKERS' ARTICLES

THE United States Tariff Commission has given notice of an investigation, No. 14, by the Commission for the purposes of Section 336 of the Tariff Act of 1930, of smokers' articles—pipes, pipe bowls, cigar and cigarette holders, and mouthpieces.

The United States Tariff Commission on this fourteenth day of August, 1930, under and by virtue of the powers granted by law and pursuant to the rules and regulations of the Commission, and in accordance with Senate Resolution No. 313, Seventy-first Congress, second session, hereby approves the following form of order of the investigation voted on July 11, 1930, for the purposes of Section 336 of Title III of the Tariff Act of 1930, of the differences in costs of production of, and of all other facts and conditions enumerated in said section with respect to, the articles described in Paragraph 1552 of Title I of said tariff act; namely, pipes, pipe bowls, cigar and cigarette holders, and mouthpieces, finished or unfinished, being wholly or in part the growth or product of the United States, and of and with respect to like or similar articles of the United States, and of and with respect to like or similar articles wholly or in part the growth or product of competing foreign countries.

Ordered further, that all parties interested shall be given opportunity to be present, to produce evidence, and to be heard at a public hearing in said investigation to be held at the office of the Commission in Washington, D. C., or at such other place or places as the Commission may designate, on a date hereafter to be fixed, of which said public hearing prior public notice shall be given by posting the notice thereof for thirty days at the office of the Commission in the city of Washington, D. C., and at the office of the Commission at the port of New York and by publication once each week for two successive weeks in Treasury Decisions published by the Department of the Treasury, and in Commerce Reports published by the Department of Commerce, copies of which said publication are obtainable from the Superintendent of Documents of the Government Printing Office in Washington, D. C.

And ordered further, that public notice of said investigation shall be given by posting a copy of this order for thirty days at the principal office of the Commission in the city of Washington, D. C., and at the office of the Commission at the port of New York, and by publishing a copy of this order once a week for two successive weeks in said Treasury Decisions and in said Commerce Reports.

CHINESE CIGARETTE TRADE GOOD

According to reports received by the United States Department of Commerce, Chinese cigarette factories are doing a very large business but making little profit. Native factories have not raised the price of their cigarettes to the level of those manufactured by large foreign-owned establishments, which are now working full time. Stocks of American tobacco are normal. Stocks of Chinese tobacco are very small, as the price situation has forced Chinese cigarette companies to use more native tobacco in their mixtures.

The outlook for American tobacco in the low grade is good, but, unless conditions improve, local factories will be unable to use higher priced tobacco.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITY

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"LUCKY STRIKE" SALES

(Continued from Page 3)

last year. This, of course, had not all been carried to profit, since, out of it, must come cost of manufacture and other expenses.

The $19,122,800 earned, after all charges and interest in the first five months of 1930, exceeded total dividend payments of $15,623,172 in 1928, and compares with total dividend payments of $21,091,536 in 1929. In 1936 with the declaration of an extra dividend of $4 a share on the old stock, and the announcement that the new stock will pay $5 annually in dividends, a total of $29,293,850 will be paid out.

Therefore, during 1930, total dividends on the common and common B stock will exceed net profits, before dividends, for any year in the company's history with the exception of 1929 and 1911.

To care for its increased business, American Tobacco Company has increased plant facilities. In the period from December 31, 1929, to May 31, 1930, a total of $2,940,771 was added to plant and property account, bringing figure to $16,756,095 at the end of May. Inventories showed only a nominal change during the period standing at $102,009,584 on May 31st, against $102,541,553 on December 31st, last.

The fiscal position of American Tobacco, at the end of the five month period, showed still further improvement. Current assets were approximately $7,000,000 higher than the December 31st figure, while current liabilities declined, leaving working capital at $143,112,314, a gain of $7,237,172.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MILLINERY CENTER:—45,783. For all tobacco products. August 29, 1930. Cuesta, Rey & Co., Tampa, Fla.

COQUETTE:—45,784. For smokers' articles. August 25, 1930. Joseph S. Oppenheimer, Brooklyn, N. Y.

TICKLE-TASTE:—45,779. For all tobacco products. August 26, 1930. Joseph Jonas, Inc., New York, N. Y.

WORTH TWICE THE PRICE:—45,780. For cigars. August 15, 1930. Keller Cigar Co., Springfield, Mass.

DUGAN'S SUCCESS CIGAR:—45,781. For cigars. August 25, 1930. Sokolinsky, Inc., New York, N. Y.

MIAMI NATIONAL:—45,782. For cigars. August 27, 1930. Miami National Cigar Manufacturing Co., Miami, Fla.

TRANSFERS

SIR ARTHUR SULLIVAN:—10,042 (Trade-Mark Record). For cigars. Registered January 19, 1891, by Geo. S. Harris & Sons, Philadelphia, Pa., and **No. 73,234** (U. S. Patent Office). For cigars. Registered April 6, 1909, by Chas. P. Stanley Cigar Co., St. Louis, Mo. Through mesne transfers acquired by Ralph L. Stanley Cigar Co., St. Louis, Mo., and re-transferred to Pamies & Sons, Inc., Tampa, Fla., August 4, 1930.

ROLLONA:—16,969 (Tobacco World). For cigars, cigarettes, cheroots, chewing and smoking tobacco. Registered January 14, 1909, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Harry Weissman, Chicago, Ill., and re-transferred to Sarah Weissman, Chicago, Ill., August 11, 1930.

POLICE DRIVE ON MARIHAUNA

The police of Kansas City, Mo., have recently been aroused to the activities of a gang of Mexican peddlers who have been selling cigarettes made of marihauna, or loco weed, to young boys and girls, and one of the gang has been apprehended.

The discovery of the use of the cigarettes was recently made by the sight of a motor car containing young boys and girls zigzagging down one of the main highways.

The occupants of the car were stopped and found to possess abnormally bright eyes, buoyant spirits and don't-care attitudes. They admitted they had been smoking marihauna cigarettes.

Further investigation revealed that a large number of high school boys and girls in Kansas City, Kan., and Kansas City, Mo., were "on marihauna."

The craze has broken out there periodically in recent years, but has spread more widely recently, Sheriff Powers found, because the boys and girls had been told that marihauna was not a habit-forming drug and that it would not harm them, but merely "pep" them up.

Some of the youngsters told the sheriff that they had to take "something to keep up the pace," and that marihauna made them forget their troubles. "It makes you feel light and happy and a little silly," one youth explained. "You feel as if everything were all right and that you didn't give a darn anyway."

SMOKERS APPARENTLY FORSAKING PIPE

By JOHN F. DALY,
Assistant Chief Statistician for Census of Manufactures, United States Bureau of Census

THAT American smokers are forsaking the pipe, the historical, the original, and probably the most leisurely manner of smoking, is indicated by census figures.

According to the preliminary Census of Manufactures statistics the production of tobacco pipes last year showed a decline of 25.1 per cent. as compared with the production 1927. The total shipments or deliveries of tobacco pipes in 1929 by manufacturers in the United States were valued at $5,202,185, as against $6,946,576 reported for 1927, the last preceding census year.

The pipe production in 1927 also represented a slight decline as compared with the $7,298,595 total for 1925, and this in turn was materially lower than the $9,704,816 reported for 1923.

Other figures on the industry for 1929 were also in keeping with those on production. Only twenty-two establishments were engaged primarily in the production of tobacco pipes last year, which number shows a decline of one as compared with 1927. The twenty-two manufacturers gave employment to 1667 wage earners, to whom they paid $1,944,057 in wages, which represented decreases of 7.7 per cent. and 14.7 per cent., respectively, as compared with 1807 wage earners and $2,278,537 paid in wages in 1927.

For materials, containers, and electric current, the manufacturers paid $1,716,788, a decrease of 36.9 per cent as compared with $2,722,706 in 1927. The value added by manufacture (value of products less cost of material, etc.), also showed a decline, being $3,751,898 as against $4,551,100 in 1927, a decrease of 17.6 per cent.

Of the $5,202,185 worth of pipes produced last year, briar pipes totaled $4,530,464 and corn-cob $556,031, while other pipes produced were valued at $115,690, and other products at $266,501.

PENN COMPANY BUYS BENNETT COMPANY

The Penn Tobacco Company, of Wilkes-Barre, Pa., has recently completed the purchase of the business, exclusive of their cigar business, of the J. M. Bennett & Son Company, of Oneida, N. Y., and the Penn Tobacco Company will in the future conduct the manufacture of their "Hazelwood Cigar Clippings."

The J. M. Bennett & Son factory has been in business for forty-two years, and the business has been carried on by Louis F. Bennett since the death of the founder, J. M. Bennett, several years ago.

SCHULTE-UNITED SALES INCREASE

Schulte-United Five Cent to One Dollar Stores, Inc., report sales for August amounted to $2,100,164, as compared with $1,713,513 for the same month of 1929. Sales for the eight months ended August 30, 1930, amounted to $15,910,520, as compared with $9,243,921 for the same period of 1929, an increase of 72.1 per cent.

WALGREEN SALES UP

Sales of the Walgreen Company for August, 1930, amounted to $4,336,065, an increase of 3.9 per cent. as compared with August, 1929. Sales for the first eight months of this year totaled $34,684,140, as compared with $29,193,232 for the same period of last year, an increase of 18.5 per cent.

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OCTOBER 1, 1930

VOLUME 50 No. 19

THE TOBACCO WORLD

AUTOKRAFT BOX CORP.

Its Only A Short Time Since The NEW AUTOKRAFT WOODEN CIGAR BOX Was Introduced

Some of the largest and most progressive cigar manufacturers recognizing this distinctive creation have better packed, and distributed in this preferred box over 750,000,000 cigars, because it is the most economical and practical package for cigars.

It gives maximum protection and presents the finest and most artistic package possible.

THE NEW AUTOKRAFT WOODEN CIGAR BOX
THE
BETTER CIGAR BOX

Manufactured and Distributed by the

Phila., Pa. Hanover, Pa. Cincinnati, Ohio. Kansas City, Mo.
AUTOKRAFT BOX CORPORATION
LIMA, OHIO YORK, PA.
St. Louis, Mo. Chicago, Ill. Detroit, Mich. Hopkinsville, Ky.

AUTOKRAFT AUTOKRAFT

A NATIONWIDE SERVICE

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

You Rarely See Broken Cigars In Wooden Cigar Boxes

Rarely are cigars broken or injured when packed in wooden boxes. With Wooden Boxes the whole length and shape of the cigar is open for your inspection and selection. And, furthermore, the cigar flavor and aroma is ripened to its fullest fragrance in these containers.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 19

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, OCTOBER 1, 1930 — Foreign $3.50

A CALL FOR ACTION

THE Tobacco Merchants Association has issued the following statement relative to the activities of legislatures in various States in the near future, and urging upon the industry that prompt and vigorous action is necessary to protect the interests of the tobacco industry:

The Oregon Tax Referendum

"In 1926, the Oregon legislature having enacted a tax on cigarettes, a popular vote was taken thereon under a referendum clause in their Constitution, with the result that over 121,000 votes were cast *against* the tax as compared with about 60,000 votes *for* the tax. The tax was thus rejected by a vote of over 2 to 1.

"The record of this overwhelming public sentiment against taxation of tobacco by States has contributed to no little extent to the defeat of tobacco tax measures in more than 30 state legislatures since then.

The Present Referendums

"Similar tax referendums are to be voted upon on November 4th next at the General Elections in *Michigan* where the proposed tax is on cigarettes alone, and in *New Mexico* where the tax is on all tobacco products.

"In *Oregon* too there is now pending a new referendum, but this time it involves the question of amending their Constitution to prohibit the sale of cigarettes, etc.

"Surely, what has been accomplished in Oregon in 1926 can now be accomplished in Michigan, New Mexico and in Oregon again. And it is hardly necessary to emphasize that, with the registration of an overwhelming public opinion against tobacco taxes in Michigan and in New Mexico, added to the public demonstration against such taxes four years ago in Oregon, and coupled with a rejection of the anti-cigarette amendment in Oregon by a like majority, the tobacco tax advocates will receive a setback which may sound the death knell of tobacco tax legislation.

The 1931 Legislative Season and the November Referendums

"Confident as we are that, with the wholehearted cooperation of the entire industry, the history of the Oregon tax referendum will be repeated in connection with the present referendums, we feel that it is indeed fortunate that these referendums are to take place at a time, just two months before the beginning of the new 1931 legislative season, when 44 State Legislatures are to meet, at which the usual crop of tobacco tax legislation does not seem improbable. Undoubtedly, decisive victories in all these referendums, when taken together with the result of the 1926 referendum in Oregon and the *repeal of the tobacco tax measures in Kansas City and in the State of Louisiana,* would add immeasurable strength to our industry's defense against tobacco tax

(Continued on Page 16)

A. C. M. DISCUSSES AD CAMPAIGN

THE directors and executive committee of the Associated Cigar Manufacturers and Leaf Tobacco Dealers held a meeting in New York City on September 18th, at which time the proposed co-operative advertising campaign of cigar manufacturers was discussed.

Mr. Duys, who has given much of his time enthusiastically to this movement, reported that a large number of favorable responses to his questionnaire had been received but that a few of the more important manufacturers had not signified their approval of the project, and that it now seemed likely that the campaign could not be gotten under way without the co-operation of these manufacturers, so that the outlook for the campaign is not encouraging.

The recent ruling of the Treasury Department to the effect that tourists returning from Cuba would be allowed to bring in their $100 of merchandise free of duty entirely in cigars if they desired, was discussed, and it was decided that a vigorous protest of this ruling would be made through the proper channels, as being most unfair to the domestic cigar industry.

With the very interesting figures of cigar and tobacco products production just released by the Treasury Department in mind, it would seem that there would be very few cigar manufacturers who could not see the wisdom of starting immediately such a co-operative advertising campaign for increasing the consumption of cigars as Mr. Duys has endeavored so earnestly to start.

NEVE DRUG ASKS DISMISSAL OF PETITION

Dismissal of bankruptcy proceedings against the Neve Drug Stores, Inc., was asked in Federal Court on September 15th by Alfred J. Neve, who charged the action was the result of "fraud and collusion" on the part of two of the petitioning creditors, the United Cigar Stores of America and the Consolidated Dairy Produes Company.

Liabilities of the Neve Stores were listed at $705,946.60 and assets at $548,549.46 in a schedule filed in the United States District Court by the petitioner.

The Whelan Drug Company is listed as creditor to the extent of $329,259.86 and the United Cigar Stores Company to the extent of $288,585.87.

BAYUK CIGARS DIVIDEND

Directors of Bayuk Cigars, Inc., last week declared the regular quarterly dividend of 75 cents a share on the common stock payable October 15th to stockholders of record September 30th. The regular quarterly dividend of $1.75 on the first preferred stock was also declared, payable October 15th to stockholders of record September 30th.

PHILADELPHIA.

CASH AND CARRY STORE FOR PHILADELPHIA

ONE of the most important developments in the wholesale and retail field in Philadelphia in recent months, is the opening on October 1st of a cash and carry store at 1018 Filbert Street, under the firm name of A. & H. Trading Company.

The firm is composed of T. A. Alleiy, who is well known to the retail trade in Philadelphia, as the former district representative of the Union Tobacco Company. Tom has a host of friends in the trade who will be pleased to learn that he has returned to the tobacco field after a short absence, when he was connected with the Porto Rico Pale Dry Company, manufacturers of quality ginger ale. After a few months with the ginger ale company, Tom found that the company was too small for him to exercise his many talents and ability to full advantage, so he has decided to return to the tobacco field.

The other member of the firm is J. H. Hargesheimer, formerly connected with the agency department of the United Cigar Stores Company, who is well known in Philadelphia, having been stationed here for a time, and later working in many different parts of the United States for the United Company.

With two men at the head of the new venture who have had such a wide experience in the retail and wholesale field there would hardly seem to be any doubt but that the A. & H. Trading Company will be a success from the very start.

A full line of imported and domestic cigars, cigarettes, and tobacco products will be carried at 1018 Filbert Street, as well as a full line of boxed and package candy of the highest quality; a full line of stationery and school supplies, and the various sundries now being stocked in the retail cigar stores.

The store at 1018 Filbert Street is ideally situated in the heart of the business district with a rear entrance on Commerce Street, with splendid lighting equipment and up-to-date fixtures, and contains a balcony which will be used for a splendid display of holiday goods.

The business being carried on a strictly cash basis, the retailer will be able to purchase his stock at the A. & H. Trading Company at the lowest possible figure, which will enable the small retailer to compete with the chain stores on a more equitable basis than heretofore.

Julius Annis, of Gradiaz, Annis & Company, Tampa manufacturers of the "Don Julian" cigar, was a recent visitor in Philadelphia. His son is enrolled at the University of Pennsylvania here.

BAYUK ORDERS INCREASING

RALPH HOFFMAN, of the Hoffman Cigar Company, Incorporated, Norfolk, Va., was a visitor at Bayuk headquarters last Friday. The Hoffman Company distributes Bayuk products in the Norfolk territory, and Mr. Hoffman reported an excellent demand for Bayuk cigars in that territory.

E. Lehman, son of Mr. Al. Lehman, of Kearney-Lehman & Company, Buffalo, N. Y., distributors of Bayuk cigars, was in town on Thursday and visited Bayuk headquarters. Mr. Lehman is associated with his father in Kearney-Lehman & Company, and was motoring from Washington to his home in Buffalo and stopped over in Philadelphia for a trip through the Bayuk factory.

Mr. Lehman's trip through the factory was particularly interesting and educational due to the fact that he is a student in engineering, and the technical features employed by Bayuk Cigars, Incorporated, in the manufacture of their products were particularly interesting to him.

E. J. Duggan, who is associated with the selling branch of Bayuk Cigars in Boston, was a visitor last week at Bayuk headquarters, as was also A. C. Roy, New England territorial representative for the company.

Orders are coming in in a very satisfactory manner for holiday shipments, and Bayuk headquarters are anticipating an excellent holiday demand for their brands in all parts of the country.

The recently launched "Tradition" brand is being splendidly displayed in Philadelphia retail stores, which is ample proof that this quality brand is having a steady demand and meeting with a ready sale.

The radio broadcasting of high lights in the sporting field has been resumed by Bayuk's, after the summer recess, every Thursday night over station WCAU, Philadelphia.

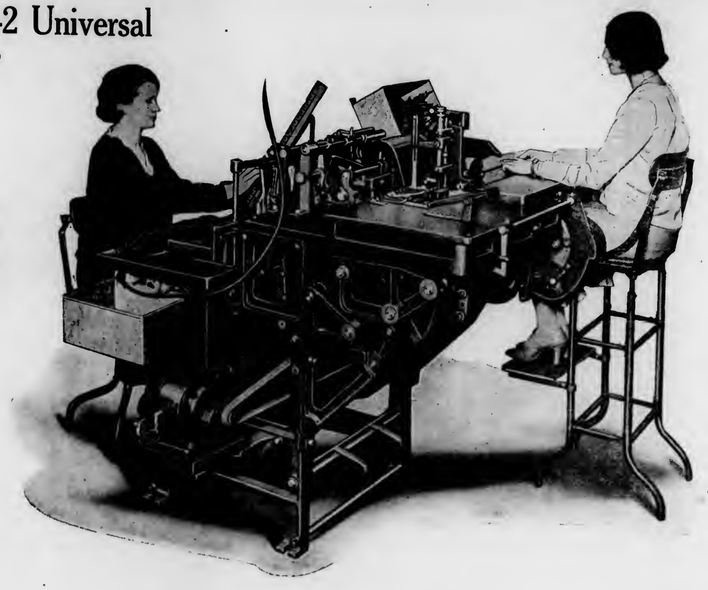
The Cigar Manufacturers' bowling league is getting in shape to open up the fall season and the Bayuk teams expect to finish in the lead this season.

M. S. LEVY IN TOWN

M. S. Levy, assistant sales manager for the Porto Rican-American Tobacco Company, is spending some time in Philadelphia supervising promotional work on their products now going on here.

The New Model S-2 Universal "Cross Feed Type" Long-Filler Bunch Machine

Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.



WE list here a few of the important and highly efficient features of the Model S-2 Universal "Cross Feed Type" Long Filler Bunch Machine:

A—The filler is fed into the trough of the Cross Feed in a continuous stream and automatically cut to the proper length, insuring well filled out bunches throughout their entire length.

B—Automatic in its operation, it feeds, and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are the laying of the binder on the rolling table and placing the filler in the feed trough.

C—The Suction Binder Equipment assures an increased yield of binders also smoother and more perfectly rolled bunches.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Easily and quickly adjusted for any size or length of bunch or for right or left hand bunches.

G—Any shape or size bunch can be made on the same machine with slight mechanical changes.

H—Can be used on mold work or in conjunction with the Universal Model "R" and other Automatic Cigar Rolling Machines.

I—Quickly and accurately adjusted to different conditions of filler.

J—Assures uniformity of bunches at all times in both size and weight.

K—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

THIS, our latest Long Filler Bunch Machine, the Model S-2 "Cross Feed Type", has been subjected to the severest practical factory tests in the making of high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length. The filler is fed into the "Cross Feed" trough in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

The price of the Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, is $2,325.00. F. O. B. our factory, Newark, N. J.

Rebuilding Model T "Blending Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed Type" will cost $1,000. Doing the same with Model S "Standard Type" Universal Long Filler Bunch Machines will cost $750 F. O. B. our factory, Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

REYNOLDS DENIES CONSPIRACY

A LETTER dispatched by the R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., manufacturers of "Camel Cigarettes" and "Prince Albert" smoking tobacco, to Attorney General Dennis G. Brummit, of that State, has recently been made public, in which letter the R. J. Reynolds Tobacco Company states they will welcome any investigation by the Attorney General of the question as to "whether or not this company is a party to, or has ever been a party to, any conspiracy to keep down prices of leaf tobacco."

The letter was prompted by insinuations that the Reynolds Company and other large cigarette manufacturers were responsible for the low prices which have been received by tobacco growers for their leaf at the recent auction sales held in the leaf tobacco belt.

The letter was signed by W. S. Reynolds, chairman of the board of directors, and also stated: "If you desire to undertake an investigation, we assure you that all of our officers, directors, employes and agents will stand ready to co-operate with you to the fullest possible extent in enabling you to determine for yourself and publish to the people of this State and country, whether or not this company has entered into any such conspiracy as has been suggested."

McGUERTY A VISITOR

John L. McGuerty, United States and Canada representative for the Romeo y Julieta factory in Havana, stopped over in Philadelphia last week and visited Yahn & McDonnell, local distributors. Mr. McGuerty states that business on his brand is excellent, and Yahn & McDonnell give the same report. Mr. McGuerty was showing some handsome packings for the holiday trade and left with a good-sized order.

A. H. Gregg, of the American Cigar Company, was a visitor at Yahn & McDonnell headquarters last week, and reported business entirely satisfactory.

"Optimo" and "Blackstone," distributed by this house also, are enjoying a splendid business.

BAYUK SALESMAN DIES

James W. McMann, who had been associated with Bayuk Cigars, Inc., as a city salesman for twenty-one years, passed away at his home, 4916 Chester Avenue, on Monday, after a long illness.

Mr. McMann had a wide acquaintance in the central part of the city, and had a host of friends among the retail trade.

Funeral services were held on Wednesday evening, with interment in Holy Sepulchre Cemetery on Thursday morning.

He is survived by his widow, and a brother. He was fifty years old.

ULTRA-VIOLET RAY REMOVES NICOTINE

According to Dr. A. J. Pacini, noted chemist of Chicago, the ultra-violet ray will remove nicotine from tobacco, and without impairing the original flavor of the tobacco.

An article on Pacini's claim appeared in a recent issue of *The Journal of Pharmacology and Experimental Therapeutics*.

The tobacco finding was a chance development, as Dr. Pacini was attempting to detoxify cocaine and was working with many alkaloids when he subjected the tobacco to light treatment.

WOOLFSON THROWS A PARTY

WALTER WOOLFSON, sales manager for Corral, Wodiska y Ca., Tampa manufacturers of the "Bering" cigar, was a recent visitor in Philadelphia, and while here he entertained the sales staff of Yahn & McDonnell at a dinner at the Manufacturers' Club.

After dinner, the guests were given an intimate trip through the "Bering" factory, through the medium of a motion picture, and the manufacture of "Bering" cigars was shown them in detail.

Mr. Woolfson announced that his factory would soon have ready for the trade several new shapes and sizes in the famous "Bering" brand which would satisfy the smoker of imported brands as to quality, and at a material saving. The demand for "Bering" cigars is showing a substantial and steady increase in spite of the depressing general business conditions.

MURIEL PERFECTOS IN FIVE-PACK

Since the P. Lorillard Company reduced the price of their "Muriel" perfecto cigar from two for a quarter to ten cents each, the demand has proven so great that they have been unable to furnish that brand in the popular five-pack.

However, production has been increased to the point where they have been able within the past few days to supply the trade with this cigar in an attractive pocket package containing five cigars, each individually wrapped in cellophane.

W. W. Drewry has expressed the opinion that this new packing of this generous sized quality cigar, will undoubtedly have a very favorable effect toward increasing the sales of the "Muriel" perfectos.

KID NICHOLS IN TOWN

N. E. Nichols, better known as "Kid" Nichols, who everybody knows is the official representative of the "Belinda" factory in Cuba, was in town last week booking orders for the holiday trade.

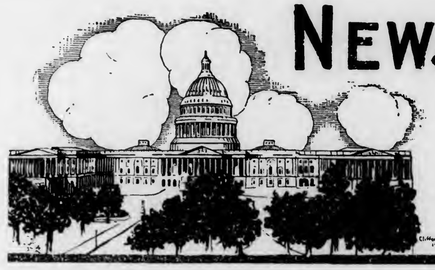
He says "business is good" and does not have a hard time convincing the various distributors of "Belindas" that this is a fact, and left town with several handsome orders in his book. The Christmas packings of "Belindas" are particularly handsome, and the cigars are individually wrapped in cellophane, to conform with the popular demand. It is easy to be convinced that these cigars will sell readily to the holiday trade.

WEBSTER-EISENLOHR DIVIDEND

Directors of Webster-Eisenlohr, Inc., at a meeting held on September 18th, declared a dividend of three and one-half per cent. on the preferred stock of the company, payable October 1st to stockholders of record September 20th, thus making up the dividend of $1.75 due July 1st which was omitted due to the policy of President Cullman to conserve the cash of the company at that time.

Since that time the plan for reducing the par value of the common stock has been approved, and with the prospect of increased business, it has been decided to resume the regular dividend payments on the preferred stock.

BEWARE OF IRRITATION
LUCKY STRIKE CIGARETTE
Toasting removes dangerous irritants that cause Throat irritation and Coughing - -
"It's toasted"
© 1930, The American Tobacco Co., Mfrs.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

INDICATIONS that business may have "turned the corner" and is now headed toward recovery from the depression of the past ten months are seen in Washington in the increase of $34,000,000 in export trade in August, when shipments touched the $300,000,000 mark. Except for a one-month gain last March, export trade has been falling steadily since October, 1929, when it reached the high point of that year with a total of $528,514,000.

Additional emphasis is laid upon the August increase because of the fact that it came at a time when shipments, during the last year or two, have shown little change, the first real increase of the fall season in 1928 and 1929 coming in September.

Imports, Department of Commerce figures show, registered a further decline of $3,000,000 in August, totaling $217,000,000, the lowest point touched for any month in recent years. The balance of trade in favor of the United States, however, was $83,000,000, compared with $46,184,000 in July.

The department's figures were received with considerable satisfaction at the White House, where it was indicated they were taken as meaning that business finally was on the upgrade. So important were the figures considered that they were made the subject of comment by President Hoover, who pointed out that analysis by the department shows that for the first seven months of the year exports, in quantity declined only 20 per cent. and imports five per cent., indicating both that there has not only been a decrease in trade but a drop in prices which accentuated the apparent loss and that our buying power has held up better than that of foreign countries.

Tariff Commission Reorganization Almost Completed

With the reorganization of the United States Tariff Commission practically completed by the naming by President Hoover of five of the six members, the new tariff board has embarked upon a series of investigations with a view to recommending changes in rates under the flexible provisions of the 1930 Tariff Act, one of the first of which will be a study of pipes, pipe bowls, cigar and cigarette holders, and mouthpieces, on which a public hearing will be held November 7th.

The President on September 16th announced the selection of John L. Coulter, of North Dakota, one of the commission's economists, and Edgar B. Brossard, of Utah, and Alfred Pearce Dennis, of Maryland, who have been serving as commissioners, thus, with Henry P. Fletcher, of Pennsylvania, and Thomas W. Page, of Virginia, who were named sometime ago, providing five of the six members of the commission. The sixth vacancy is not expected to be filled for several weeks. Mr. Fletcher has been appointed as chairman of the body.

Reorganization of the Tariff Commission was required by specific provisions of the new tariff law, the purpose of which was to bring about a modification of procedure so as to speed up the handling of cases, which in the past have required an average of well over two years to dispose of.

Protection of American Workmen Sought

Protection of American workmen against the competition of immigrant labor which cannot find employment in its own country is being sought by the administration through rigid application of provisions of the immigration laws, it is disclosed with the submission to President Hoover by Under-Secretary of State Cotton of a report on the immigration situation.

The immigration laws themselves, the report shows, make no provision for the exclusion of immigrants in times of employment depression, but this is being accomplished through a clause requiring the exclusion of immigrants who, if admitted, might become public charges by reason of their inability to find work. Through enforcement of this provision, it is declared, immigration from Mexico and Canada has been materially cut, and the plan is being put into effect in the various European countries from which we draw large numbers of immigrants.

White House officials, following receipt of the report, pointed out that the United States is only following the lead of European countries, nearly all of which, when faced with depressed employment conditions, have raised the bars against the immigration of foreign labor. Congress last session considered legislation restricting immigration, but failed to take action, and the Government's policy has been adopted as a means of caring for the situation until Congress meets in December, when the question will again be brought up.

"Codes of Ethics" Drastically Changed

"Codes of ethics" adopted by a large number of industries since inception of the policy of the Federal Trade Commission to permit business to clean its own house have been drastically revised to conform with new definitions of the limitations of the Commission's authority and will be put into effect October 25, it has become known.

The changes which have been made in the rules resulted from a finding that some of those adopted by industry were potentially in violation of laws relating

(Continued on Page 14)

Say no more— I'm sold!

THAT'S what I told the chap who introduced me to pipe-joy, with a first load of P. A. I knew I was slipping the instant I opened the tidy red tin and got a full whiff of that tantalizing Prince Albert aroma. "If the taste is half as good as *that*," I said . . .

Half as good? It was cool as the wife's reminder of an anniversary—sweet as her smile when you prove you've remembered the date. Refreshing? Yes, sir! Mild and mellow and long-burning, that's what it was. Was I sold? Ask me another!

As far as I'm concerned, Prince Albert is the world's greatest tobacco for pipes or roll-your-own. There must be millions of others who feel the same way about it, because P. A. is sure a world-beater, any way you figure it.

On the word of a friend, get some P. A. this very day. Load-up and light-up . . . and learn the truth direct!

Here you are—TWO full ounces of downright pipe-joy.

PRINCE ALBERT

—the national joy-smoke!

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

CEASELESS ADVERTISING NECESSARY

CEASELESS advertising by American manufacturers is necessary to sell their products to the 7000 new customers, represented by the daily population increase, says Roger W. Babson, noted economist and statistician. This great growth means a new national market of 2,500,000 prospective customers each year to which the American manufacturer must tell his story and sell his product. "And to this great mass, advertising is real news," declared Mr. Babson in an interview with Sturges Dorrance, president of Dorrance, Sullivan & Company, of New York.

"Because 1930 is a Census year it is interesting to speculate what the Census statistics will tell us about, 'Advertising as a Force in American Business.' Merely for the purpose of illustration let us project the trend of former years and assume that the 1930 data will indicate that the United States as a market is increasing at the rate of 7,000 new customers per day.

"Every day 7,000 customers to whom your goods are absolutely unknown! Every day 7,000 people with whom you must start all over again, and tell them your story and teach them to use your products! It has always seemed to me that this is the greatest argument in the world for ceaseless advertising. You are not addressing a stationary audience, a fixed assembly, but you are talking to a passing procession. The parade flows by you at the rate of 7,000 a day, over two and one-half million a year, and to each new rank your advertising is real news.

"Therefore, although advertising is measurable by statistics it is essentially not static but dynamic. Figures show that a period of good business is marked by enlarged advertising and that a period of poor business is marked by curtailed advertising."

To indicate just how important a factor advertising is in business development, Mr. Babson declared:

"Business is closely similar to a tri-motored airplane; one of the engines is advertising; another is personal salesmanship; and another is the mere motive force of primitive needs. When you kill the advertising engine, the business craft can neither speed nor climb.

"The value of widely established advertising, in overcoming sales resistance, is too well known and proved to require further comment," declared Mr. Babson.

WHELAN OPENS EIGHT MORE

Opening of eight new drug stores in Philadelphia was announced last week by W. S. Stinson, zone manager for the Whelan Drug Company. The locations are Broad and Rockland Streets, 52d and Girard Avenue, 60th and Market Streets, 2700 Germantown Avenue, Broad Street and Olney Avenue, Frankford Avenue and Bridge Street, 52d and Baltimore Avenue, and 2 East Lancaster Avenue in Ardmore.

This makes a total of twelve drug stores opened here by the Whelan Company in a little more than a year, and other new locations are under consideration, according to Mr. Stinson.

Concerning business conditions in Philadelphia, he declared that the eight new stores reflect the views of his company. "Market improvement observed the last year and signs of better times ahead were responsible for this expansion."

DRUGGISTS TOLD OF PRICE BILL

CONGRESSMAN CLYDE KELLY, of the Thirty-third District, Pennsylvania, addressed the thirty-second annual convention of the National Association of Retail Druggists, held at Atlantic City, on September 17th, and spoke in the interest of the Capper-Kelly Fair Trade Act, of which he is co-author with Senator Arthur Capper, of Kansas.

In reference to the bill, which he said was scheduled for a vote in the House of Representatives next December, Congressman Kelly expressed the view that the vote would show fewer than fifty of its 435 members would oppose its adoption. A similar successful passage through the Senate also was predicted.

Justifying the enactment of the Capper-Kelly bill, he said that the protection of the independent business man of the nation was of paramount importance in assuring the economic success of the country.

He denied that there were any mandatory provisions in the bill, but asserted that it only provided that in the event a manufacturer so desired, he could establish the retail price at which his products were to be sold and be assured there would be no reduction of that price.

"Fair trade practices," he said, "have made more progress within the last year than in any ten-year period in the history of the country. And an even greater degree of progress along these lines will be made with adoption of the Capper-Kelly Bill.

"The measure is primarily aimed to eliminate destructive competition and the jungle warfare that has resulted in price-cutting.

"The present business depression is due entirely, I am convinced, to this cut-throat, dog-eat-dog war of prices. The giant combinations of retailing and distribution have clubbed the manufacturers of the nation into a state of business insensibility.

"Prosperity has never depended on cheap prices. Rather, from the outset of industrial history, prosperity has been based on fair prices, prices that were fair to the manufacturer, fair to the distributor and fair to the consumer."

Congressman Kelly also urged the druggists to initiate, through their State organizations, a State-wide movement wherein all independent retailers will urge their respective Senators and Representatives to vote for the passage of the bill.

MANILA CIGARS TO BE BOOSTED

The Philippine Tobacco Board, of which the Collector of Internal Revenue is chairman, met recently and decided to set aside approximately 26,000 pesos to be used for publicity of Philippine cigars in the United States, reports Clarence P. Harper, Assistant Trade Commissioner, to the Tobacco Division of the Department of Commerce at Washington. This amount is 6000 pesos greater than that appropriated for the same purpose during the first six months of the year. Funds for the second half of the year have been increased in view of the encouraging results obtained from the campaign waged in the United States during the first five months of 1930. This publicity is expected to be conducted through the leading dailies, magazines and other periodicals in the United States, as well as on billboards.

PARK & TILFORD OMITS DIVIDEND

Directors of Park & Tilford, Inc., have omitted the regular quarterly dividends of 75 cents in cash and 1 per cent. in stock, due at this time.

CHAINS SUFFER FIRST BIG DEFEAT

THE chains lost their first big legal skirmish last week. In a decision handed down by the Supreme Court of North Carolina, the chain-store tax of that State was declared to be constitutional, not arbitrary and a reasonable classification, says *Printer's Ink*.

The North Carolina tax imposed a charge of $50 a year on all stores under the same ownership, operation and management, exempting only the individual who owned a single store. About 2600 chain stores have already paid between $12,000 and $13,000 in taxes. The tax, however, has been paid under protest and action for refund has been taken.

About twenty-five chain-store organizations joined forces in the unsuccessful attempt to have the law declared unconstitutional. It is expected that the case will promptly be appealed to the Supreme Court of the United States, in which event this matter of chain-store taxation might be made less troublesome.

So far, in court actions the chains have just about had it all their own way. In a number of States, their efforts to have similar tax laws declared discriminatory or confiscatory and therefore unconstitutional have been completely successful. The decision of the North Carolina Supreme Court comes, as a consequence, as a distinct shock and it may be expected that the chains will marshal every effort to overturn the decision in the Federal courts.

In all these court cases, the chains have acted as a group. Expenses have been shared and information exchanged to permit building up the strongest sort of legal summation.

FRANK HARWOOD RESIGNS FROM AMERICAN

It was announced last week that Frank W. Harwood, vice-president of the American Cigar Company, in charge of sales and advertising, has resigned from that company, effective October 1, and has accepted an executive position with the General Outdoor Advertising Company.

Mr. Harwood was connected with the Advertising Company prior to his entry into the tobacco industry as advertising manager for the General Cigar Company several years ago, and is again returning to his chosen field of endeavor.

No announcement has been made as to Mr. Harwood's successor up to the present time.

ANDRUSS RETURNS FROM TRIP

Willis Andruss, sales manager for the Congress Cigar Company, has returned from a trip to the Western distributing branch of the company and reports orders coming in for the holidays in excellent volume.

The Congress Cigar Company has some very attractive packings for the holiday trade which are meeting with much favorable comment in the trade and are instrumental in the securing of an excellent supply of orders.

CANADIAN RAZOR FIRM PAYS 100%

The Autostrop Razor Company, Ltd., of Toronto, Canada, has declared a cash dividend of eight per cent. and a stock dividend of 100 per cent., subject to approval of application to increase capital, and a five per cent. stock dividend on the increased shares presently to be outstanding.

I. R. T. A. TWENTIETH ANNIVERSARY BANQUET

THE Twentieth Anniversary banquet of the Independent Retail Tobacconists' Association, was held on Tuesday, September 16th, in New York City, with about one hundred and twenty guests present.

L. Lieberman was the toastmaster of the occasion, and he presented Judge Henry H. Hunter, counsel for the association, Fred B. White, Sig Weil and Ben Friedlander, all charter members of the association, each with a handsome gift on behalf of the association in appreciation of their years of active and loyal service.

Judge Hunter responded with an excellent speech in which he reviewed the activities and accomplishments of the association during their twenty years of existence.

Nat Schultz, president of the organization, and Benjamin Gorlitzer, former president, also addressed the gathering.

After a short business session, the guests departed, after having spent a most enjoyable evening.

The next meeting of the I. R. T. A. is scheduled for October 7th at the Pennsylvania Hotel.

KLEIN & SCHWARZ HEAD DRIVE

D. Emil Klein, head of D. Emil Klein & Co., and Arthur Schwarz, of the firm of Max Schwarz, have been named to head the cigar and cigarette division in their drive for the Federation for the Support of Jewish Philanthropic Societies, now under way in New York City. Percival R. Lowe, Sr., leaf tobacco broker, will head the campaign in his field.

A quota of $75,000 and $17,500 have been assigned to the cigar and cigarette industry, and the leaf tobacco industry respectively in a drive to raise $5,499,000.

MISS EISENLOHR AND WM. WEMMER TO WED

Announcement has been made of the engagement of Miss Marie Eisenlohr, of Indianapolis, Ind., and William H. Wemmer, of the same city.

Miss Eisenlohr is the daughter of Mrs. and the late William T. Eisenlohr, and is a member of the family which founded the "Cinco" cigar business.

Mr. Wemmer is the son of Mr. and Mrs. William J. Wemmer, and Mr. Wemmer was a member of the Diesel-Wemmer Company until his retirement a short time ago. Mr. William H. Wemmer is an attorney.

The wedding will take place in November.

HENRY WEMMER RETURNS FROM EUROPE

Henry G. Wemmer, chairman of the Board of the Deisel-Wemmer-Gilbert Corporation, has returned to his home in Lima, Ohio, from an extended trip to Europe, accompanied by Mrs. Wemmer.

Mr. and Mrs. Wemmer were in Europe for about three months and spent much of that time with relatives in Germany.

PHILIP MORRIS DIVIDEND

Directors of Philip Morris & Co., Ltd., have declared a quarterly dividend of twenty-five cents a share on the common stock of the company, payable October 15th to stockholders of record October 2d.

HOW BUSINESS ILLS CAN BE CURED

ANSWERING pessimistic reports being generally circulated on depressed business conditions and the causes thereof, more than 200 engineers specializing in management, manufacturing and merchandising work in industrial organizations throughout the country declare that the foundation of American business is sound and fears of a sustained period of depression are not justified.

The engineers, after months of investigation, emphasize that existing difficulties in industry can be attributed to shortcomings in management and lack of understanding of fundamentals that control the entire economic system of the country, with a failure to apply remedial measures to offset the mounting economic conflicts and difficulties that have arisen.

This report has been made by John F. Sherman, chairman of the Board of the Sherman Corporation, on the basis of surveys made by his engineering associates in every representative field of business activity. The engineers have studied every angle of industrial activity, from the production of raw materials, through all the processes of manufacturing and distribution, to retailing and consumer demand.

The consensus of opinion of the engineers is that the foundations of industry are sound, and the great need of business is to study the underlying causes of the present depression and correct them by progressive principles of management based upon research in individual industries.

"Business is what you make it," is the key-note of the engineering report made by Mr. Sherman. This, he declares, applies to every line of industrial activity and reflects actual conditions as found in the analysis of business conditions by his engineers.

"The call today," said Mr. Sherman, "more than ever before, is for specialization in industry to cope with every difficulty that has developed in every branch of our industrial life. In hundreds of business enterprises, executives have realized that special problems of management, manufacturing and merchandising call for special analysis and treatment."

Mr. Sherman stresses the fact that the observations in his report represent, not a single group of industries, but the entire business structure of the nation—the aggregate analysis of economic conditions as a whole.

The extensive survey reveals that there are no basic conditions undermining industry, and emphasizes that the current depression will pass with the correction of existing defects in industrial procedures. The engineers are fully convinced that by adequate measures of rehabilitation based upon research, business will be restored to normal in a short while and the lessons learned will be of permanent value in industrial management.

Mr. Sherman takes a firm stand against the prevailing pessimism. According to all reports of his engineers, he states, conditions are not nearly so serious as they have been represented to be. He points out that the calls from leaders of industries for specialized engineering analysis and assistance proves that leaders of business realize the growing need of research and engineering principles in reading a solution of economic problems.

"The financial condition of the country," Mr. Sherman reports, "is unquestionably sound, and gold reserves are plentiful. We are a strong creditor nation and our exports continue to exceed our imports. The new tariff momentarily has had a psychological effect, but the flexibility of its structure will avoid any serious consequences.

"Retail sales are only 3 per cent. under the peak year. In fact, in terms of items sold, they probably exceed those of last year, after giving effect to the reduction in retail prices.

"There is a minimum of surplus stock on hand, excepting for a few raw materials such as sugar, cotton and wheat. Natural laws and developments will care for their consumption within a reasonable time. Save for the excesses of such few raw commodities and the low prices which they consequently bring, there are none of the evidences present which make for panic or a long period of business depression. A recession of two years' progress is no cause for alarm.

"There are 120,000,000 people in the United States to feed, clothe and house, and our domestic market, plus our foreign markets, will meet our productive capacity, provided the management of industry looks the situation squarely in the face and applies remedies to cure existing industrial ills.

"The employment capacity is given at 95 per cent. of normal. A drop of 5 per cent. in employment is not serious enough to affect the economic structure of the country or its people. Employment curtailment has generally been conducted in a more scientific and less injurious manner than in previous times. Hours of work have been reduced, and lay-offs have been staggered instead of the earlier method of wage cutting. So there have not been any serious consequences due to unemployment.

"An analysis of reports of business conditions yields no cause for alarm. Reported average corporation earnings are on a par with 1928. Statements of corporations, in the main, show that their current earnings are sufficient to cover their dividend requirements. Accumulated surpluses are generally large.

"Even stock-market prices, with all the harrowing cries of panic, are no lower today than they were in 1928. Money rates are low. Banks are growing more liberal in their industrial loans, and in consequence expansion is possible for a great number of industries.

"An indication of the sound condition of the country is the growth of savings accounts, an unfailing barometer of progress. There has been a steady increase in deposits in savings banks, a recent report giving the amount of such deposits in the country as $29,000,000,000—a sufficient surplus to draw on in continuing to satisfy consumer needs and habits.

"It is axiomatic that consumption does not drop off in times of depression as rapidly as does production, and, conversely, production lags in resumption considerably after consumption increases. This soon results in a shortage.

"Food, clothing, housing and recreational facilities must be provided for the 120,000,000 people in the United States. Our domestic and foreign markets continue to grow, and the demand for our products will increase in accordance with the solution of existing problems through the most advanced principles of management."

Summarizing the report made by more than 200 engineers in industrial organizations throughout the country, Mr. Sherman holds that most of the contributing factors in the American industrial field today are encouraging. He urges that advertising should be continued as a means for stimulating and encouraging trade. The more progressive companies are making plans for increased advertising.

CHAIN STORE ASSOCIATION OPENS CONVENTION

WITH the chain store becoming more and more of a political issue in some States, and a prime topic of economic discussion in others, considerable significance is attached to the annual convention of the National Retail Chain Store Association which opened in Chicago on Monday.

Albert H. Morrill, head of the Kroger system, and president of the association, in his general invitation to chain store executives to attend the meeting said:

"The chain store industry is going through a period of unwarranted attacks and necessary internal improvement. Never in the past and probably never in the future will the call for co-operation, solidarity, exchange of ideas, the establishment of high standards of business ethics and efficient merchandising among the chains, be as urgent as it is today."

While no aggressive program to counter these attacks was contemplated according to R. W. Lyons, executive vice-president, many members voiced the opinion that the meeting would result in the alignment with the association of a number of national and local chain store concerns, which hitherto had not been associated with the organization. The association has a membership of 200 chain organizations in the drug, dry goods, grocery, auto supply and divers other retail sales fields.

A number of leaders in the merchandising and commodity industries are to speak on the present economic situation, Mr. Lyons in a pre-convention statement said:

"Prosperity can only return through the co-operation of retail interest in restoring public confidence. It is generally conceded by industry as a whole that the present economic situation was brought about by the policy of many manufacturing and distributing organizations in attempting to maintain commodity prices at a fictitiously high level.

FEDERAL COMPLETES NEW FACTORY

The Federal Cigar Company has just completed its new and thoroughly modern factory building in Red Lion, Pa., which has a capacity of 210,000 cigars a day, and can employ 348 cigarmakers and 24 packers.

The building is of brick construction, four stories high, and is 150 feet long and 48 feet wide.

The basement will be used as a stripping department, the second floor will contain rest rooms and the shipping department, and the third and fourth floors for the manufacturing and packing departments.

The Federal Cigar Company now operates two factories in Red Lion, two in York, one in Wrightsville, and one in Franklintown.

The main brand of the company is "Red Dot," which is enjoying an excellent demand in the various parts of the country where it has been placed, and the demand is showing a steady increase.

RIGGIO ON WESTERN TRIP

Vincent Riggio, vice-president of the American Tobacco Company, is making a tour of the Western States accompanied by J. K. Fletcher, his assistant, and will visit Chicago, Kansas City, Salt Lake City, Louisville, and other points before returning to New York toward the end of October.

Mr. Riggio will confer with American Tobacco Company salesmen on the fall campaign of "Lucky Strike" cigarettes and the other products of the company.

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE....SO QUICKLY

RUDY VALLÉE

Two years ago he stepped into the spotlight on a little cafe floor and crooned a song called "Deep Night." Today deep night on Broadway sees his name blazed in electric signs.

It wasn't the cut of his clothes.. or the break of his luck. This youngster just naturally delivered something that the public wants!

Just so OLD GOLD cigarettes have grown from a baby brand to a giant brand in record time because they delivered a new enjoyment.. they thrilled the taste and comforted the most sensitive throat.

Better tobaccos free of all irritants. That's why OLD GOLD has sold more cigarettes than three leading brands combined, in a like period of their existence.

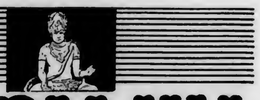
"So you're a saxophone player, eh? Well make me weep! Do your stuff," and the vaudeville hooker Rudy did! And fame rammed him. The whole public succumbed in two short years

On March 7, 1927, OLD GOLDS were introduced in Illinois Today, the city of Chicago alone smokes nearly 3,000,000 daily

BETTER TOBACCOS . . "NOT A COUGH IN A CARLOAD"

OLD GOLD gives THRILL after THRILL!

There's not a yawn a year in OLD GOLD advertising. It never gets stale. This current "NEW THRILL" campaign is breaking all records



LA PALINA

JAVA WRAPPED

THE SECRET OF THE BLEND

made good

AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR

CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

News from Congress

(Continued from page 8)

to price fixing, which was followed by a review of every conference which had been held under the Commission's auspices.

The rules which have come under the scrutiny of the Commission and in which changes are to be made include price discrimination, commercial bribery, secret rebates, selling below cost, publication of price lists, arbitration, cost accounting and similar subjects. It is also required that courses of conduct denominated in the original rules as "unfair trade practices" hereafter are to be only "condemned by the industry."

It is also provided that rules which in the past were a flat condemnation of certain practices, in future will condemn them only when they are pursued "with the intent and with the effect of" violating the Clayton Act.

No Relaxation of Postal Laws

No relaxation of the postal regulations requiring that all matter deposited in the mails shall bear specific addresses will be approved by the Post Office Department, it has been made known by Postmaster General Brown in disapproving a proposal that advertising matter be accepted for general distribution.

The plan involved the furnishing by the department of information regarding the number of patrons on each route or the number of box holders at the post office. It was suggested that the advertiser then could package his matter accordingly and turn it over to the department, to have the carriers deliver. It was pointed out by officials that this would require that carriers stop at every house on their route, which they are rarely required to do in handling normal mail, and would materially slow up delivery.

The proposal was advanced in 1925, at a hearing before the special joint subcommittee of Congress on postal rates, advertisers seeking the service as a saving to themselves, as they would be relieved of the necessity of addressing each piece of matter. It was opposed by the department at that time and, according to the Postmaster General, nothing has since transpired to induce a change of attitude.

"LUCKY STRIKE" SALES GAIN

In spite of the fact that total cigarette production for the month of August for the United States showed a decrease of more than 353,000,000 cigarettes as compared with the same month of last year, The American Tobacco Company announced that their sales of "Lucky Strike" cigarettes showed an increase of 448,000,000 cigarettes in August 1930 as compared with August, 1929. This brought the gain in sales of this cigarette for the first eight months of 1930 up to 3,987,000,000.

CIGARETTE PRICES

While the United Cigar Stores Company and the Schulte Retail Stores are endeavoring to increase the price of cigarettes in various territories to the point where they will show a slight profit, the Sun Ray Drug Company here has been selling the tins of 50 "Lucky Strike" cigarettes at 20 cents. Schulte and the United Stores have increased their price of the 50 tins from twenty-seven cents to thirty cents, and the carton price has been increased from $1.15 to $1.19.

NEW FACTORY FOR HANOVER

THE Hanover, Pa., Chamber of Commerce, announces that they have been successful in securing the establishment of a new tobacco factory in that city, to be known as the Fisher & Koser Tobacco Company.

The Fisher & Koser Company will manufacture a complete line of chewing and smoking tobacco, and will employ about twenty-five persons at the start of business, with more to be added later.

For the present their brands will be manufactured in the plant of Fisher Brothers, but the company will acquire their own property in the near future.

Robert M. Koser, a member of the new company, was for many years associated with the Liggett & Myers Tobacco Company, and has been located in Harrisburg. Mr. Koser has resigned his position with the Liggett & Myers Tobacco Company, effective September 1st, and will take up his residence in Hanover.

NEW "LUCKY STRIKE" COPY APPEARS

New copy in the advertising of the American Tobacco Company, of their "Lucky Strike" cigarettes, which made its appearance last month, contains statements over the signatures of such notables as General Samuel McRoberts, chairman of the Board of the Chatham Phenix National Bank & Trust Company; Samuel Harden Church, president of the Carnegie Institute; Philip D. Armour, first vice-president of Armour & Company, and others, all commending the American Tobacco Company for the use of the Ultra-violet Ray Process in the "Toasting" of tobaccos for their "Lucky Strike" cigarettes. Such advertising could hardly fail to attract the attention of the smoker.

RONSON PIERCIG

What is said to be the first lighter ever designed especially for the cigar smoker, has been designed by the manufacturers of the well known Ronson lighters, and features an opening in the base which conceals a point designed to pierce the end of a cigar correctly.

An interested party states that the cigar manufacturers seem to have spent all their advertising energy in extolling the flavor, aroma and the richness of their cigars. They've never thought to tell smokers how to smoke a cigar.

In the opinion of a great number of men, piercing the cigar end with a point is the only true method of preparing it. It is obviously neater, and there is no clipped end to throw away. Also, it gives just the proper draft to make the cigar draw easily and slowly, which makes the cigar burn evenly, coolly, and so preserves the delicate flavor of the leaf.

Another reason for piercing the end is that piercing does not loosen the wrapper at the tip, thus preventing it from breaking and filling the mouth with particles of dust and tobacco. A cigar with the end pierced, also does not become soggy with saliva.

Piercing the end of a cigar has not always been convenient due to the fact that a pointed instrument was not always at hand, but the new lighter overcomes this difficulty, and should meet with ready popularity.

DUNHILL INTERNATIONAL EARNINGS

Dunhill International reports net profit for the six months ending June 30th of $68,657, as compared with $423,417 for the corresponding period of 1929.

AUGUST CIGAR PRODUCTION DECLINES

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of August, 1930, and are issued by the Bureau. (Figures for August, 1930, are subject to revision until published in the annual report):

Products	*August 1929*	*August 1930*
Cigars (large):		
Class A.....No.	337,280,665	325,717,590
Class B.....No.	50,447,117	35,791,013
Class C.....No.	196,588,498	145,279,150
Class D.....No.	12,683,736	9,082,638
Class E.....No.	1,582,704	1,329,376
Total	598,582,720	517,199,767
Cigars (small) .....No.	36,376,987	29,816,000
Cigarettes (large) ...No.	597,389	637,350
Cigarettes (small)....No.	10,930,628,890	10,577,437,606
Snuff, manufactured..lbs.	3,338,156	3,251,614
Tobacco, manufactured.lbs.	31,131,893	28,118,432

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of August:

Products	*August 1929*	*August 1930*
Cigars (large):		
Class A.....No.	11,049,150	12,438,045
Class B.....No.	398,350	223,300
Class C.....No.	659,400	972,080
Class D.....No.	4,000	2,500
Class E.....No.	22,500	500
Total	12,133,400	13,636,425
Cigars (small) .....No.	.....	1,000,000
Cigarettes (large) ...No.	350,000	300,000
Cigarettes (small) ...No.	55,000	2,000,000

Tax-paid products from the Philippine Islands for the month of August:

Products	*August 1929*	*August 1930*
Cigars (large):		
Class A.....No.	13,931,390	15,063,535
Class B.....No.	236,700	146,080
Class C.....No.	53,560	123,366
Class D.....No.	.....	500
Class E.....No.	1,250	7,700
Total	14,222,900	15,341,181
Cigarettes (small) ...No.	439,200	399,360
Tobacco, manufactured.lbs.	168	335

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the August Statement of Internal Revenue Collections

Objects of Taxation	*First two months Fiscal year 1930*	*1931*
Tobacco manufactures:		
Cigars	$4,028,096.86	$3,373,999.21
Cigarettes	64,977,374.67	67,319,018.12
Snuff	1,117,459.94	1,115,532.48
Tobacco, chewing and smoking	10,973,549.19	10,107,467.49

BLACKSTONES *are a favorite— cigar girls find*

Jean Miller Hotel Traymore Atlantic City

Catherine Menger Lord Baltimore Hotel, Baltimore

Ruth Gregory Edgewater Beach Hotel, Chicago

In the famous clubs and hotels of the country, cigar girls say that Blackstones are a fast-growing favorite. Here are pictures of some of the girls who know the cigar tastes of the country's successful men. And Blackstones, they say, have won many new friends.

Blackstones come wrapped in Cellophane. They are widely advertised on the radio and in newspapers. Sales are steadily increasing! Everything points to another big year for these famous extremely mild cigars.

TUNE IN *the Blackstone Plantation Hour every Tuesday at 8 p. m., E. S. T., over the Columbia Broadcasting System.*

BLACKSTONE CIGARS

Waitt & Bond, Inc., Newark, N. J.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. .....President
CHARLES J. EISENLOHR, Philadelphia, Pa. .....Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. .....Vice-President
WILLIAM REST, New York, N. Y. .....Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. .....Vice-President
GEORGE H. HUMMELL, New York, N. Y. .....Vice-President
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CHARLES DUSHKIND, New York, N. Y. .....Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio .....Vice-President
GEO. S. ENGEL, Covington, Ky. .....Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio .....Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City .....President
MILTON RANCK, Lancaster, Pa. .....Vice-President
LEE SAMUELS, New York City .....Secretary-Treasurer

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CHARLES D. COLEMAN, Chicago, Ill. .....Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. .....Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN .....President
SAMUEL WASSERMAN .....Vice-President

A CALL FOR ACTION

(Continued from Page 3

legislation, as well as against any other attacks upon the tobacco industry.

All Branches of the Industry Should Cooperate

"Thus we are issuing this 'Call for Action'—this appeal to the industry for the energetic and wholehearted cooperation that the seriousness of the situation merits and requires, in the hope that it may meet with the fullest response from each and every branch of the industry, whether that of cigars, cigarettes or tobaccos.

"In this connection, we must reiterate what we have repeatedly pointed out, from time to time, that a tax on cigarettes *today* is only a forerunner of a tax on cigars and other tobaccos *tomorrow*. And bearing in mind the anti-cigarette referendum in Oregon, we may add that the development of any strength on the part of the Oregon antis may be but the entering wedge toward a renewal of the old-fashioned (and now virtually dead) anti-tobacco agitation all over the country.

"Moreover, no one can fail to see the close and inseparable relations between the tobacco tax advocates and the anti-tobacco agitators. Nor can any one fail to realize that the slightest victory gained by the anti-tobacco forces would be hailed by the tax advocates as a signal for reinforced and redoubled activities to tax the whole line of tobacco products in every state of the Union.

"It is therefore hardly necessary to emphasize that, whether it is the referendum in Michigan where cigarettes alone are sought to be taxed, or the referendum in New Mexico where all tobacco products including cigars would be taxed, or the anti-tobacco referendum in Oregon where, to begin with, they just now are only seeking to outlaw the cigarette, they must all inevitably have a far-reaching effect upon the future of the *entire* industry in *all* its branches or divisions. Hence, we are earnestly appealing and fervently hoping for the fullest measure of cooperation in all the three referendums from each and every branch of the industry.

Activities Suggested

"And now as to our specific suggestions for activities:

"We most urgently suggest that manufacturers issue instructions to their selling forces in all the three states, to wit: Michigan, New Mexico and Oregon, to discuss the situation with the trade at every available opportunity with a view to stimulating activities on the part of the dealers, particularly the retailers, the men behind the counters, who come in personal contact with the consumers—the voters, and who can do a great deal in bringing out a full vote on these referendums. Letters from manufacturers to their distributors along the same lines would, of course, also be quite helpful.

"We know that we are asking a whole lot, but it is our genuine belief that the seriousness of the situation fully warrants it. In that regard we feel that it is hardly necessary for us to state that we are not trying to 'pass the buck.' The T. M. A. fully realizes its duties and responsibilities in the premises, and it will discharge them to the very fullest extent, and with every bit of energy at its command.

"But we must not be overconfident, certainly not in a situation of such vital importance, and of such far-reaching consequences to the entire industry. Even the 1926 victory in Oregon or the success in securing over 39,000 signatures to the referendum petition in New Mexico, and over 122,000 signatures to the petition in Michigan within a few weeks after the passage of the tax laws, must not be depended upon as a sure sign of success in the present situation. Hence, we must seek every possible source of support and cooperation that may be available.

A Word About Other Activities

INDENTURED LABOR PROVISION, TREASURY REGULATIONS, TARIFF INVESTIGATIONS, PREPARATIONS FOR 1931 LEGISLATIVE CAMPAIGN, ETC., RECEIVING DUE ATTENTION.

"Although the campaign in the three referendum states is, of course, in itself a task of no small proportions, we want to assure the trade, though perhaps unnecessary, that all of the other matters requiring our attention, such as the Indentured Labor provision, in connection with Sumatra, The Regulations under the new tariff act, The Tariff Commission investigations, The preparations for the 1931 Legislative Season, etc., etc., have been receiving and will continue to receive all needful and proper attention.

"While we are thus facing a period of most strenuous activities, we can safely assure the industry that, with the support, encouragement and cooperation from trade leaders throughout the country, which it has always been our good fortune to enjoy, we shall leave nothing undone which ought to be done with all due propriety and with all the vigor and energy at our command."

DEATH OF ISAAC GILBERT SHOCKS TRADE

THE sudden death of Isaac Gilbert, vice-president of the Webster Cigar Company, and brother of Sam Gilbert, president of Deisel-Wemmer Corporation, on September 9th, was a great shock to his many friends in his home city and throughout the country.

Mr. Gilbert had returned to his home in the early evening and while going up the steps to his doorway he was seized with a heart attack and died before aid could reach him.

Mr. Gilbert was well known and heartily liked throughout the trade ever since his association with the tobacco industry about forty years ago when he joined his father in Kalamazoo, Michigan, in the Lilies Cigar Company, at that time manufacturers of the "La Azora" cigar.

In 1909 the Lilies Company was moved to Detroit on account of labor conditions and a short time later was sold to the Consolidated Cigar Corporation. Mr. Gilbert retired at that time but about 1915 he felt the urge to re-enter the tobacco manufacturing industry and organized the Great Lakes Cigar Manufacturing Company, which company later became known as the Kleiner Cigar Manufacturing Company, which was later sold to the Webster Cigar Company, and Mr. Gilbert continued with that company.

Funeral services were held on Thursday, September 11th. He is survived by his widow and two daughters. He was sixty years old.

EHRMAN BROTHERS BUYS SPRING INTEREST

S. G. Spring, of Seattle, Wash., has announced that Ehrman Brothers & Horn, of San Francisco, have purchased his interest in the Spring-Ehrman Tobacco Company, of Seattle, and that he will enter the cigar jobbing field under the firm name of the Spring Wholesale Cigar Company, at 305 Occidental Avenue, Seattle.

Mr. Spring has been in Seattle since 1908, and retains an interest in several firms in the cigar and tobacco field in that city.

THE 1929 SUMATRA TOBACCO CROP AND AUCTION SALES

THE LAST of the spring auctions of Sumatra tobacco in Amsterdam was held on July 18, 1930, and it is reported that the profits of the various plantation companies will be considerably below the average for the past decade, states American Consul General Charles L. Hoover in a report released by the Tobacco Division of the Department of Commerce. It is also stated that the Sumatra plantations, which are mostly owned by Amsterdam companies, will scarcely recover the cost of production; however, the profits which the planters have made in past years have been so large that they have become proverbial, and it would require a real disaster to eliminate them altogether. The comparatively low returns from the sales are ascribed primarily to the depressed business conditions which have existed during the year, but some blame is also placed on the unfavorable weather conditions. A combination of drought and high winds wrought considerable damage to many of the plantings; thus the amount of wrapper tobacco produced was less than usual and ordinary tobacco was greater.

The average price at which the 1929 crop sold was lower than in recent years, but the high prices of the best qualities did much to compensate the losses sustained through the damage to the crop. Prices paid for the best qualities were higher than anyone had expected, but the poor qualities, on the other hand, brought prices below any quoted in recent years. The maximum price was about florins 25.00 ($10) per pound, while the minimum was florins 0.25 ($0.10) per pound. Sumatra prices were further supported in the superior grades by the fact that the Java crop was mostly of inferior quality and the percentage of wrapper tobacco unusually small. Nevertheless, all these favorable factors were insufficient to overcome the effect on prices caused by the large quantity of inferior Sumatra tobacco contained in the 1929 crop. The average for all lots at the spring auctions is stated to have been below 145 guilder cents per one-half kilo ($0.58 per pound), compared with 224 guilder cents, the average for the previous five crops.

American buyers appeared in considerable numbers at the first auctions, and their fear of a shortage of suitable tobacco was developed by the fact that most of the lots shipped to the United States at the beginning of the season were from earlier crops, some even as far back as 1924. Many lots of the 1929 crop were not allowed to come to the auctions, but were sold to the American buyers at private sale. It is stated that never before in the history of the auctions has such a great quantity been sold in this way.

The tobacco manufacturers of the Netherlands were the successful bidders at the early auctions, but local tobacco merchants whose supplies for the remainder of this year were threatened, immediately began to buy at high prices at private sale. The average price for this quality was also thus well sustained.

	Imports	
	July, 1929	*July, 1930*
Java	11,200	6,260
Sumatra	3,700	1,320
China	1,650	240
Brazil	18,800	20,200
Turkey	4,600	1,120
Domingo	4,200	6,100
Carmen	1,020	350
Havana	520	580

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

BUSINESS OPPORTUNITIES.

REPRESENTATIVE SALESMAN COVERING PHILADELPHIA and surrounding territory, successfully selling reliable retail merchants, desires additional lines with reliable manufacturers; unquestionable references; commission basis. Address E. S. Gerson, 945 N. 67th St., Philadelphia, Pa.

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

MANIPULATION CHARGED IN DUNHILL STOCK

An investigation has been started in New York State by State Deputy Attorney General Watson Washburn, in charge of the Bureau of Securities, as to the alleged manipulation of the stock of Dunhill International, Inc., on the New York Stock Exchange.

The investigation followed a break of 3⅜ points in the stock recently, when for a time the specialist in the stock was unable to execute orders owing to a scarcity of bids.

Dunhill, International, Inc., controls the Dunhill pipe and razor interests in this country, and on its dividend basis of $4 was paying in the neighborhood of 20 per cent. The dividend was reduced last week by action of the Board of Directors to $1 annually.

Among those who have already appeared before Mr. Washburn in connection with the investigation, it is reported, was David A. Schulte, president of Dunhill, International, Inc., and the Schulte Retail Stores Corporation. The investigation will be continued, it was announced.

According to the *Vereinigte Tabakzeitungen* (Consolidated Tobacco News) of July 25, 1930, the growth of the new tobacco plants was influenced unfavorably during the latter part of July by too much rain. Damage is reported to have been done in some tobacco districts by hailstorms, making replanting necessary. In the German Palatinate, however, the new crop developed so rapidly that primings could be harvested. It is stated that dry and warm weather is now badly needed in order to produce a good quality crop.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATION

HY-PURE:—45,793. For cigars. September 10, 1930. H. A. Brewer, Indianapolis, Ind.

TRANSFERS

PRINCESA LOUISA:—16,445 (U. S. Tobacco Journal). For cigars. Registered August 22, 1894, by A. B. Ballard & Co., Tampa, Fla. Transferred to Antonio Importing Co., Tampa, Fla., May 23, 1930.

EL GALOPE:—11,533 (Trade-Mark Record). For cigars. Registered March 10, 1892, by Cuesta, Ballard & Co., Tampa, Fla. Transferred to Antonio Importing Co., Tampa, Fla., May 23, 1930.

LA JOSEPHINA GRANDE:—23,974 (Trade-Mark Record). For cigars. Registered February 11, 1901, by I. Baron, San Francisco, Cal. Transferred to Antonio Importing Co., Tampa, Fla., May 23, 1930.

FLOR DE AGNES:—41,795 (Tobacco Merchants Association). For all tobacco products. Registered May 7, 1920, by American Litho. Co., New York, N. Y. Transferred to Nathan Garten, New York, N. Y., and retransferred to Jacob Rich, New York, N. Y. (for cigars only), August 13, 1930.

GOODANUGLY:—43,934 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered September 25, 1924, by The Bucher & Bucher Co., Dayton, Ohio. Transferred to H. A. Brewer, Indianapolis, Ind., January 10, 1927.

DUTCH BOY:—29,298 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered March 6, 1905, by The Bucher & Bucher Co., Dayton, Ohio. Transferred to H. A. Brewer, Indianopis, Ind., July 31, 1926.

BLUE GRASS:—7135 (Tobacco Leaf). For cigars. Registered January 18, 1893, by Bucher & Bucher, Dayton, Ohio. Transferred to H. A. Brewer, Indianapolis, Ind., July 31, 1926.

ARMY POST:—14,059 (Tobacco Leaf). For cigars and cheroots. Registered September 29, 1897, by The Bucher & Bucher Co., Day-Dayton, Ohio. Transferred to H. A. Brewer, Indianapolis, Ind., July 31, 1926.

HAVANA DOTS:—8695 (Tobacco Leaf). For cigars. Registered July 23, 1894, by Bucher & Bucher, Dayton, Ohio. Transferred to H. A. Brewer, Indianapolis, Ind., July 31, 1926.

EMBASSY CLUB:—42,517 (Tobacco Merchants' Association). For cigars. Registered November 15, 1921, by G. Gershon, New York, N. Y. Transferred by Isidor Gershonowitz, New York, N. Y., as Administrator of the Estate of G. Gershon, Deceased, on April 1, 1929, to Anna J. Robinson, New York, N. Y.

SELF SELLER:—25,611 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 10, 1913, by Kaufman, Pasbach & Voice, New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the registrants, to M. Trelles & Co., New Orleans, La., on September 9, 1930.

SUNNY SMILE:—27,708 (Tobacco Leaf), and **28,940** (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered May 23, 1904, by the American Litho. Co., New York, N. Y. Transferred to The Deisel-Wemmer-Gilbert Corp., Detroit, Mich., September 23, 1930.

SMILEAGE:—40,538 (Tobacco Merchants' Association). For cigars and cigarettes. Registered February 2, 1918, by American Litho. Co., New York, N. Y. Transferred to Deisel-Wemmer-Gilbert Corp., Detroit, Mich., September 23, 1930.

MILEAGE:—16,198 (U. S. Tobacco Journal). For plug tobacco. Registered April 6, 1894, by Chas. Barker, Chicago, Ill. Transferred to American Litho. Co., New York, N. Y., and re-transferred to The Deisel-Wemmer-Gilbert Corp., Detroit, Mich., September 23, 1930.

TOBACCO CROP SEPTEMBER, 1930

Cigar Binder Types

THE supply of the cigar binder types indicated by September 1st crop conditions and stocks on hand July 1st is not greatly different from that of last season. The acreage planted is 8 per cent. larger than the acreage planted in 1929, but is 15 per cent. larger than the acreage harvested last season, the difference being due to abandonmen in the Connecticut Valley in 1929 because of hail damage. The acreage in Wisconsin is 8 per cent. larger than a year ago. Production as indicated by September 1st crop conditions in both the Connecticut Valley and Wisconsin is slightly larger than last year. The combined stocks of binder types on July 1st were 164.7 compared with 170.2 million pounds a year earlier, most of the decrease being in Connecticut Valley broadleaf. The combined disappearance of these types was about the same during the year ended June 30, 1930, as during the year ended June 30, 1929, but 11 per cent. smaller than during the year ended June 30, 1928. The disappearance of Connecticut Valley broadleaf and the Wisconsin types increased and that of Connecticut Valley Havana seed declined.

Cigar Filler Types

The supply of the cigar filler types indicated by crop conditions on September 1st and stocks of July 1st is not greatly different from that of last year. The acreage of Pennsylvania seed leaf is 3 per cent. larger and the acreage of the Miami Valley types 5 per cent. larger than in 1929. The indicated production of Pennsylvania seed leaf is about 20 per cent. smaller than a year ago but on July 1st stocks were slightly larger, the total supply being about 5 per cent. smaller.

The July 1st stocks of the Miami Valley types were the smallest in recent years being 42.4 million pounds compared with 47.1 million pounds on July 1, 1929 and 55.5 million pounds a year earlier. However, the indicated production of the Miami Valley types is about 30 per cent. larger than that of last year, and the indicated supply 2 per cent. larger. The disappearance of Pennsylvania seed leaf and the Miami Valley types during the year ended June 30, 1930, was slightly smaller than that of the previous year and not greatly different from that for the year ended June 30, 1928.

(U. S. Department of Agriculture)

SHAGREEN ASSETS SOLD AT AUCTION

Under an order of Justice Hammer of the Supreme Court of the State of New York, the assets of the Shagreen Products Company, cigarette manufacturers, who recently made an assignment, were sold at public auction on Friday, September 26th.

The assets consisted of machinery, fixtures, their stock of tobacco, cigarettes, etc.

BUYING SCHULCO BONDS

As a result of recent sale by Schulco Company. Inc., of its property located at northeast corner of Broadway and 42d Street, in New York City, the Central Hanover Bank and Trust Company, of New York, has been buying Schulco series B bond issue to be retired under the terms of the indenture.

DUNHILL DIVIDEND REDUCED

Directors of Dunhill International have reduced the annual dividend rate to $1 by declaring a quarterly dividend of 25 cents in cash. Previously the stockholders had received dividends at the rate of $4 annually in cash and 4 per cent. in stock.

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OCTOBER 15, 1930

VOLUME 50 No. 20

THE TOBACCO WORLD

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE....SO QUICKLY

RUDY VALLÉE
Two years ago he stepped into the spotlight on a little cafe floor and crooned a song called "Deep Night." Today deep night on Broadway sees his name blazed in electric signs.
It wasn't the cut of his clothes . . . or the break of his luck. This youngster just naturally delivered something that the public wants!
Just so OLD GOLD cigarettes have grown from a baby brand to a giant brand in record time . . . because they delivered a new enjoyment . . . thus thrilled the taste and comforted the most sensitive throat.
Better tobaccos . . . free of all irritants. That's why OLD GOLD has sold more cigarettes than three leading brands combined, in a like period of their existence.
On March 7 1927 OLD GOLDS were introduced on Illinois Today the city of Chicago alone smokes nearly 1,000,000 daily
Old Gold CIGARETTES
BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"

OLD GOLD gives THRILL after THRILL!

There's not a yawn a year in OLD GOLD advertising. It never gets stale. This current "NEW THRILL" campaign is breaking all records.

Mae Rose, cigar girl, Hotel New Yorker, New York

These men and women *say,*

"FOR MILDNESS men choose BLACKSTONES"

Hans Rauhut, smoking-room steward, S. S. Leviathan

Ruth Geiger, tray girl, Palmer House, Chicago

Joseph Nathan, maitre d'hotel, Buffalo Statler

HERE are the men and women who really know the cigar tastes of America's successful men. Cigar girls and headwaiters in famous hotels, stewards on the great ocean liners and fast limited trains . . . they tell us that the men who smoke for mildness and quality choose Blackstones.

These popular-priced cigars are widely advertised in newspapers and on the radio. They come wrapped in Cellophane to protect their freshness and purity. More and more they are becoming the favorite smoke of America's successful men.

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

You Rarely See Broken Cigars In Wooden Cigar Boxes

Rarely are cigars broken or injured when packed in wooden boxes. With Wooden Boxes the whole length and shape of the cigar is open for your inspection and selection. And, furthermore, the cigar flavor and aroma is ripened to its fullest fragrance in these containers.

Volume 50

THE TOBACCO WORLD

Number 20

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, OCTOBER 15, 1930 — Foreign $3.50

RICHARD C. BONDY DEAD

JUST as we are going to press, word comes to us of the death of Richard C. Bondy, senior vice-president of the General Cigar Company, on Sunday, October 12, in Mt. Sinai Hospital, New York, where he had submitted to an operation on Wednesday, October 8.

Mr. Bondy was born in New York and was the son of Charles Bondy, of the old firm of Bondy & Lederer, which was merged with the General Cigar Company some time ago.

Mr. Bondy had been engaged in the manufacture of cigars during all of his business career and was one of the first to install automatic machinery for that purpose.

During the winter months Mr. Bondy lived at the Ambassador Hotel in New York City, but he had a country place, "Wild Oaks," at Golden Bridge, N. Y., where his Wild Oaks kennels were located.

Mr. Bondy's hobby was the breeding of wire-haired fox terriers, and his kennels held some of the finest specimens of the breed in the country. His dogs had won many prizes at bench shows.

Funeral services will be held on October 15, at 11 o'clock, at Salem Fields Chapel, Cypress Hills, N. Y.

He is survived by his widow, Bessie Gross Bondy; two sons, Richard C., Jr., and Philip L.; one brother, Louis Bondy, of Denver, and one sister, Sally. He was fifty-six years old.

THE TOBACCO WORLD joins his many friends in extending sincere sympathy to his family and business associates, in their great loss.

STERN RESIGNS FROM METROPOLITAN CO.

Arthur Stern, for the past five years president of the Metropolitan Tobacco Company, one of the largest cigar and tobacco jobbing firms in New York City, has resigned from that company, effective January 1, and Edward Grauer, vice-president of the company, will succeed him at that time.

Mr. Stern has been associated with the Metropolitan company since its founding, and will continue to retain his financial interest in the firm, but will retire from active participation in the management of the business.

His successor, Mr. Grauer, has also been connected with the Metropolitan since the time of its organization.

PIERCE COMPANY APPOINTS AGENCY

The S. S. Pierce Company, Boston, Mass., has appointed the Porter Corporation, advertising agency of that city, to direct the advertising of their "Overland" cigars. Newspapers will be used for the campaign.

BRIGHT OUTLOOK FOR REFERENDUMS IN MICHIGAN, NEW MEXICO AND OREGON

WITH about two weeks of campaign work, in connection with the referendums in Michigan, New Mexico and Oregon still before us, we feel supremely happy that we are already able to report that, according to all indications, there is every reason to hope for complete success in all the three States.

Never before in all the years of our battling against legislative attacks upon our industry have our calls for co-operation met with such overflowing measure of responses as that which has come to us in answer to our call recently issued in connection with the three referendums.

As illustrative of the manner in which the industry has been aroused with respect to these referendums, it will be sufficient to mention the fact that over 150,000 pieces of literature or mail matter have already been distributed by us upon requisitions coming from all branches of the industry. Of our first Michigan letter alone, nearly 30,000 copies have been called for and, of course, promptly delivered.

In New Mexico the tax to be voted upon at the coming election is levied on all forms of tobacco, including cigars, and hence it was, of course, to be expected that all branches of the industry would unite in bringing about the defeat of that measure.

But it is certainly refreshing to see the cigar people working hand-in-hand in most energetic fashion with other branches of the industry for the success of the referendum in Michigan where the tax is only on cigarettes.

Likewise it is most gratifying to know how each and every branch of the industry is extending the fullest measure of co-operation in the campaign against the cigarette prohibition amendment in Oregon.

Surely such unity of action, such spirit of mutual helpfulness among the several divisions of the industry, such realization of the close and inseparable relationship between all branches or divisions of the industry, cannot but serve to make our industry's position impregnable as against any legislative attacks, whether in the form of taxation or otherwise.

We feel that it is rather fortunate that our industry must go through such campaign at this time, by reason of the fact that in only two months from now we shall witness the beginning of the 1931 legislative season with 44 State Legislatures to convene and with an extraordinary crop of measures intending to tax cigars, cigarettes and tobaccos to be counted upon.

Surely under these circumstances no one can fail to realize the importance of registering overwhelming votes against the attacks upon our industry in the three State referendums. Nor is it necessary to demonstrate

(*Continued on Page 17*)

BANDING COMPANIES TO STOP EXCLUSIVE DEALING

Stipulations Nos. 668-669

INTERNATIONAL Banding Machine Company, New York, makers of machines used in placing bands on cigars and lessor of such apparatus to cigar manufacturers, has signed a stipulation with the Federal Trade Commission agreeing to discontinue restrictive methods of competition in dealing with customers.

Likewise, Consolidated Lithographing Corporation, New York, manufacturer of cigar bands and lessee of International, agreed in a stipulation to abandon restrictive agreements with International.

Details of these stipulations were ordered placed in the public record.

Specifically, International agreed to cancel a clause in its original contract with William Steiner & Sons Company, Incorporated, predecessors of Consolidated Lithographing Corporation, requiring the lessee to insert in its sub-leases conditions respecting purchase of bands or other lithographing materials by users of the machines. International will also cancel outstanding leases wherein it is stipulated that users must purchase their supply of bands or other lithographic materials from a specific manufacturer.

This company will also stop leasing its machinery for use within the United States or its possessions or fixing a price charged therefor on the condition that the lessee shall not use or deal in the goods of a competitor of the lessor, where the effect of such lease may be to substantially lessen competition or tend to create a monopoly.

Consolidated Lithographing Corporation agreed to cancel the requirement that the lessee insert in subleases any clause respecting purchase of bands or other lithographic material and to void outstanding leases of banding machines wherein it is stipulated that users must buy their supply of lithographs from a particular manufacturer.

Consolidated will also stop sub-leasing the machines leased by it for use within the United States or its territories or from fixing a price charged therefor on the understanding that the lessee shall not use or deal in the goods of a competitor of the lessor, where the effect of such lease may be to substantially lessen competition or tend to create a monopoly.

International Banding Machine Company owns letters patent on the machine for automatically attaching bands to cigars and has a practical monopoly. In 1917 it leased machines to William Steiner & Sons Company, Incorporated, with the agreement that Steiner should sublet them only in conjunction with a sale of Steiner lithographing material. All machines leased by International to Steiner were subject to this condition.

Steiner and its successor, Consolidated Lithographing Corporation, with whom it merged in 1925, were required, as a condition to the privilege of leasing the banding machines, to agree to purchase a quantity of bands per machine. Consolidated enforced the tying and restrictive conditions of the leases.

Because of the dominating position of International and of the large demand for its machines due to their superiority over hand work, Consolidated was able to increase its business among manufacturers using banding machines.

It was agreed that the effect of this practice was to restrain the trade of Consolidated's competitors.

EXPERT TASTERS CHOSE "OLD GOLD"

ABOUT a week ago twenty-one leading coffee tasters gathered in a sampling room, in New York City, at the invitation of Robert Ripley, the "Believe-it-or-not" cartoonist. Among them were four official tasters for the New York Coffee Exchange, and other experts, said to be the most highly paid tasters in the world. For the first time, a representative group of tasters met officially to judge the taste merits of a product outside of their own specialty. The occasion was a "Concealed Name" test of "Old Gold" cigarettes and three leading competitors.

Mr. Ripley seated his guests at two sampling tables, equipped with trays of coffee in the center, a steaming kettle, and scores of cups around the edge. The coffee tasters, accustomed to making accurate judgments as to the flavor and strength, and even the origin of coffee samples, by taking a single mouthful of each, were ready for the cigarette test.

Mr. Ripley gave each taster four cigarettes of different brands, but with the brand names concealed, asking them to try all four, and to pick the one which tasted best.

The tasters then set to work. Their movements were quick and sure. Their eyes mirrored concentration. Most of them took single puffs of each cigarette, with quick bird-like sips of coffee in between, and the cigarettes were laid down in a certain order on the table. More sips of coffee to clear the taste—further rapid puffs on each cigarette, and their first judgment was checked.

The result was announced by Mr. Ripley and a certified public accountant as follows: Ten of the twenty-one coffee tasters picked "Old Gold" as a first choice—a two-to-one victory over the nearest competitor. These men with the keenest taste sense in the world selected "Old Golds" for mildness and taste.

"PALL MALL" CIGARS OVERSOLD

At the offices of John Wagner & Son, Dock Street distributors of fine imported and domestic cigars, Mr. White, manager of the cigar department, advises that they are continually out of several sizes of the new brand of the American Cigar Company, "Pall Mall," and the telegraph and express companies are profiting thereby. This "Pall Mall" brand was a winner from the start.

Kid Nichols of the "Belinda" factory, John L. McGuerty, and Hoke Diaz of the Preferred Havana Company, were in town last week gathering up orders for the holiday season.

Frank Llano of the American Cigar Company and Mr. Anthony of the Garcia and Vega factory were also visitors last week.

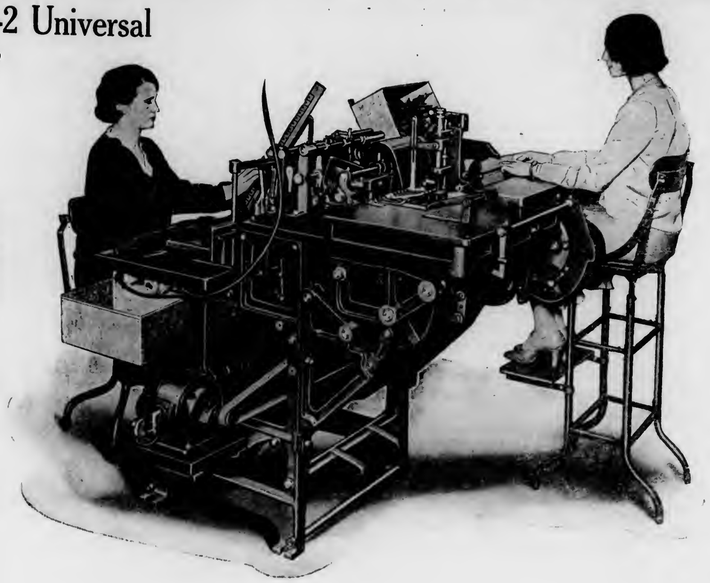
The Wagner house reports that the "Carl Upmann" cigar is enjoying a splendid demand.

BAYUK BROADCAST ON TUESDAY NIGHT

In our last issue it was stated in error that Bayuk Cigars, Incorporated, had resumed their broadcasting of high lights in the sporting field over station WCAU every Thursday night, but this should have read "Tuesday" night. The radio broadcast sponsored by Bayuk Cigars, Incorporated, takes place every Tuesday night at 7:30 P. M., and the talk is given by Chic Meehan, famous football coach of N. Y. U.

The New Model S-2 Universal "Cross Feed Type" Long-Filler Bunch Machine

Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.



WE list here a few of the important and highly efficient features of the Model S-2 Universal "Cross Feed Type" Long Filler Bunch Machine:

A—The filler is fed into the trough of the Cross Feed in a continuous stream and automatically cut to the proper length, insuring well filled out bunches throughout their entire length.

B—Automatic in its operation, it feeds, and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are the laying of the binder on the rolling table and placing the filler in the feed trough.

C—The Suction Binder Equipment assures an increased yield of binders also smoother and more perfectly rolled bunches.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Easily and quickly adjusted for any size or length of bunch or for right or left hand bunches.

G—Any shape or size bunch can be made on the same machine with slight mechanical changes.

H—Can be used on mold work or in conjunction with the Universal Model "R" and other Automatic Cigar Rolling Machines.

I—Quickly and accurately adjusted to different conditions of filler.

J—Assures uniformity of bunches at all times in both size and weight.

K—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

THIS, our latest Long Filler Bunch Machine, the Model S-2 "Cross Feed Type", has been subjected to the severest practical factory tests in the making of high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length. The filler is fed into the "Cross Feed" trough in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

The price of the Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, is $2,325.00. F. O. B. our factory, Newark, N. J.

Rebuilding Model T "Blending Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed Type" will cost $1,000. Doing the same with Model S "Standard Type" Universal Long Filler Bunch Machines will cost $750 F. O. B. our factory, Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

PHILADELPHIA.

BAYUK'S HAVE BEAUTIFUL CHRISTMAS WINDOWS

ONE OF THE first things to attract the eye of the visitor to the offices of Bayuk Cigars, Inc., as you step out of the elevator into the foyer on the seventh floor, is two colorful window displays arranged for the Christmas season.

These window displays are the creations of men in the Bayuk offices, and to say that they are beautiful, does no more than express it.

The window display has a background of green and white covered with transparent paper which gives the display the fine sheen which is so suggestive of the Christmas season, and with the boxes of Bayuk cigars wrapped in their red holiday wrappings and artistically arranged in the window on silver pedestals, the display can not fail to attract the passerby, and after attracting his attention, can not fail to please him, and sell Bayuk cigars.

J. O. Davis, secretary of Bayuk Cigars, Inc., states that orders for the holiday season are coming in in fine volume and there is every indication of an excellent end of the year business for Bayuk products.

R. H. Harris, of the Scranton Tobacco Company, Scranton, Pa., distributors of Bayuk cigars in that territory, was in Philadelphia last week on a business trip and visited Bayuk headquarters.

A. Joseph Newman, sales manager for Bayuk Cigars, Inc., is on a trip visiting his distributors.

Charles Cox, associated with the distributing unit of Bayuk cigars is doing some remarkably constructive work on Bayuk products in the Erie, Pa., branch territory.

H. Jacobs, likewise affiliated with the branch unit of Bayuk's is helping to materially increase the distribution and demand in a very material way in Cleveland, Ohio, where Bayuks have a branch office and sales force.

SCHULTE CLOSES EIGHTH STREET STORE

The Schulte cigar store which has been located at Eighth and Chestnut Streets, in the Green's Hotel building, for a number of years, has been closed and the stock and fixtures removed.

The nearest Schulte store to that point is located at the southwest corner of Ninth and Chestnut Streets, and this store, under the capable management of Bob Stephen, is taking care of the customers of the Eighth Street store in an excellent manner.

HAVA TAMPA BRAND GOING AHEAD

MAX NEWMAN, and S. Green, territorial representatives for the Hava Tampa Cigar Company, of Tampa, Fla., have just returned from visiting Easton, Stroudsburg and Allentown territory, and report steady demand for their brand in that section.

Platt Werst, of Easton, and Jake Hintz, of Stroudsburg, are handling the new Auto size of the Hava Tampa brand, which has the patented cherry wood mouthpiece, with excellent success and splendid repeat orders are being received on this fine brand, as well as on the other sizes, and also on the Tampa Nuggets, which is the five-cent brand. The Auto size with the cherry wood mouthpiece retails at two for a quarter and is a splendid number for the progressive retailer with a high class trade as this mouthpiece is patented by the Hava Tampa Cigar Company and cannot be duplicated on any other brand.

Mr. Newman is well known to the trade, having been associated with the P. Lorillard Company for more than twenty years, before becoming associated with the Hava Tampa Cigar Company. Mr. Newman is factory representative for the Hava Tampa Cigar Company in Pennsylvania and Delaware.

ABE CARO IN TOWN

Abe Caro, the "Optimo" ambassador, was in town last week, returning from a six weeks' trip along the Atlantic Seaboard and as far west as Texas. Mr. Caro visited Yahn and McDonnell headquarters here, who are local distributors of the "Optimo" cigar, and reported that he found business on his brand in mighty good shape throughout the territory visited. The "Optimo" brand is showing a steady increase in sales here, according to the local distributors.

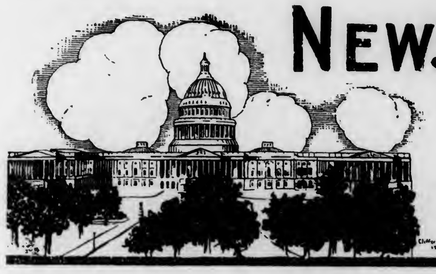
Jack Hood, of the "King Edward" factory, was in town last week and reports a good demand for his brand.

S. & S. COMPANY FILES SCHEDULE

The S. & S. Cigar Company, 1718 South Twelfth Street, which filed a voluntary petition in bankruptcy about a month ago, has filed a schedule of assets and liabilities showing liabilities of $11,668 and assets of $1139.

PLEASURE
is always
on your side
when you smoke
Camels

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

NEW RULES of procedure designed to expedite materially the handling of investigations under the flexible provisions of the tariff law have been adopted by the United States Tariff Commission and will be followed in all investigations already ordered, including that into the rates of duty on pipes, bowls and smokers' articles ordered by the Senate July 3, on which a preliminary hearing is to be held November 7.

Elimination of much of the cumbersome procedure which in the past has marked the Commission's activities and the imposition upon applicants for rate changes of the obligation to furnish definite and detailed information upon the situation of which they complain, are outstanding features of the new system, it was explained by Chairman Henry P. Fletcher in announcing the changes.

Another feature of the new procedure will be the making public of the names of those seeking tariff changes, and also the publication of information as to whether applicants seek increases or decreases in the rates.

Under this policy the Commission has already made public the details of more than fifty applicants for rate changes, including applications from Frischer & Company, Incorporated, New York; Senator Bronson Cutting, of New Mexico, and Representative Emanuel Celler, of New York, for decrease of duty on pipes, bowls, cigarette holders and smokers' articles.

The cumbersome procedure followed by the old Commission included an initial investigation by its technical staff, culminating in what was termed a "statement of information" containing all of the pertinent facts obtained, around which then revolved the arguments of both proponents and opponents of the rate changes. Under the new method, applicants will be required to furnish all information available to them, on the basis of which, supplemented by such information as the technical staff may furnish, decision will be rendered as to whether the investigation will be undertaken.

The information to be furnished by applicants will deal with the comparability of and the degree of competition between the domestic and the imported product; the tendency, whether upward or downward, of domestic production and sales and imports; the tendency of cost of production and prices in recent years; evidence of difference between foreign and domestic costs of production; transportation and other costs incident to the delivery of the commodity to the principal markets; areas of greatest competition and the principal markets in the United States, and any other information which is believed pertinent to the inquiry.

The effect of the new rules, it was explained, will be to put the Commission more in the position of an umpire, leaving it to the domestic producers and the importers to develop their cases, with the technical staff acting in an advisory capacity instead of, as in the past, shouldering much of the responsibility for the presentation of the case. The proposal to give publicity to the various activities in which the Commission is engaged also is expected to remove it from the field of politics to considerable extent, thus eliminating one of the allegations most consistently leveled at it in past years.

As explained by Chairman Fletcher, the new rules will provide a basis for each investigation conducted by the Commission under the flexible provisions of the tariff law that will materially aid in arriving at a quick decision as to whether the investigation shall be undertaken and then as to the recommendatons thereon that shall be submitted to the President.

Production Greatest Loss in Fire

Loss in production and not property damage is what "hurts" in industrial fires, it is declared by C. W. Mowry, of the Associated Factory Mutual Fire Insurance Companies.

Discussing fire prevention work in industrial plants before the National Fire Waste Council at its semi-annual meeting last month, Mr. Mowry asserted that the business man's problem after a fire is not how much insurance he will collect but how he can fill his orders. A fire causing a direct property damage of only a few hundred dollars, compensated by insurance, he said, might entail a loss of orders of several hundred thousand dollars, for which the company could not be reimbursed.

Recognizing this business hazard, the council was told, business men throughout the country are displaying an increasing interest in fire prevention and protection work. As a result, Mr. Mowry pointed out, "whereas the average fire loss in America is about twenty cents per $100 at risk, the fire loss in industrial properties interested in fire prevention and safeguarded by private fire protective equipment is only about two cents per $100 at risk, or one-tenth of the average.

"It is within the power of practically any business to secure virtual immunity against serious fire loss," he added, "by observing common-sense safeguards for ordinary fire hazards, by following recognized up-to-date standards of building construction, by installing automatic sprinklers backed up by good water supplies wherever necessary, and by consulting with fire prevention engineers in protecting special hazards. In this way they can avoid the fires that hurt."

(Continued on Page 14)

BEWARE OF IRRITATION
LUCKY STRIKE
CIGARETTE
Toasting removes dangerous irritants that cause Throat irritation and Coughing
"It's toasted"
©1930, The American Tobacco Co., Mfrs.

NEW FIVE-CENT BRAND LAUNCHED TODAY

THE G. H. P. Cigar Company, Third and Brown Streets, manufacturers of the well-known "El Producto" cigar retailing at from ten cents up, has decided to enter the five-cent field and is launching a new brand under the title "New Bachelor."

The "New Bachelor" is an invincible shape, five and one-quarter inches long, with a Connecticut Shade wrapper and each cigar individually wrapped in transparent paper. They are packed in attractive wooden boxes of fifty and one hundred.

With the entry of the G. H. P. Cigar Company into the five-cent field, the problem of disposal of the cuttings of Porto Rico and Havana tobacco from their high-grade cigars will be amply taken care of, and the consumer is assured of an excellent quality five-cent cigar.

Frank P. Will, general manager of the G. H. P. Cigar Company, left last week for a tour of the company's several branch houses.

The "New Bachelor" brand is scheduled to make its first bow to the trade on October 15.

UNITED CIGAR STORES ANNIVERSARY

During the month of October the United Cigar Stores Company is celebrating their first anniversary under the management of the Morrow group, by holding special sales each week during the month.

The company announces that the whole organization, the methods of merchandising, the stores, the personnel, have all undergone a gradual, but sure, definite and permanent, constructive change, greatly to the advantage of our customers.

During the first week in October the sale comprised a ten per cent. discount on all merchandise, except cigars, cigarettes and tobacco. During the second week the sale continued to consist of the ten per cent. discount on all merchandise (not tobacco products) and also the gift of one "Ricoro" cigar free with every ten "Ricoro" cigars purchased.

The United Cigar Stores Company controls more than 3500 outlets, giving steady employment to approximately 12,000 wage-earners.

PORTO RICAN TRADE OFFICE OPENS

The Bureau of Commerce and Industry of the Government of Porto Rico has opened a New York office at 1457 Broadway, under the direction of H. P. Macgowan, commercial advisor to the Governor of Porto Rico.

This new bureau of the insular government was inaugurated on July 1st of this year. Its primary objects are the promotion of the island's export trade, the introduction of new industries, and the development of tourist traffic, although its organic law is broad enough to cover practically any form of commercial and industrial promotion calculated to improve general economic conditions in Porto Rico.

The New York office will serve as a point of contact for persons in continental United States seeking information regarding Porto Rico along these or similar lines.

GEORGE WATSON RETURNS FROM TRIP

George I. Watson, of the C. A. Nolan Cigar Company, has just returned from a very successful trip through the Middle West in the interest of his company, and secured some mighty fine orders for his company's high grade cigars, "Rey Oma," etc.

RALEIGH DEAL PROVES POPULAR

A RECENTLY consummated deal between the Brown & Williamson Tobacco Corporation, of Louisville, Ky., and the Locktite Company, and Kaufman Brothers & Bondy, whereby dealers can secure one eight-ounce canister of Sir Walter Raleigh smoking tobacco, one Locktite pouch, valued at one dollar, and twenty-four pipe cleaners for ninety-eight cents, has proven so popular with dealers that the factories have been pressed to meet the orders.

The deal also provides that the dealer may substitute a Kaufman Brothers & Bondy pipe valued at one dollar in place of the pouch if they desire. This special deal has been instrumental in materially increasing the demand for Sir Walter Raleigh tobacco.

Christmas packings of Sir Walter Raleigh tobacco are in the hands of several dealers, and the packing is such that the outside wrapping may be removed after the holiday period is past, if desired, so that the dealer will have no difficulty in disposing of this merchandise should he have any on hand after that period. This feature is also proving popular with the dealers throughout the country.

A. & H. TRADING COMPANY OPENS

The A. & H. Trading Company, as reported in our last issue, opened for business at 1018 Filbert Street, last week, and will carry a full line of imported and domestic cigars and high grade candies and other cigar store sundries at the lowest cash prices.

The A. & H. Trading Company is doing business on a cash-and-carry basis and under the able direction of Tom Allely and J. H. Hargesheimer, both well-known figures to the tobacco trade, the new venture in Philadelphia would seem to be sure of success.

The A. & H. Trading Company has secured the exclusive distribution of the new Auto size of the Hava Tampa cigar, which is the cigar with the new patented cherry wood mouthpiece, retailing at two for twenty-five cents, which has met with splendid success wherever it has been placed.

FRINGS BROS. OPEN DALLASTOWN FACTORY

Frings Brothers, cigar manufacturers and distributors, of Philadelphia, have opened a cigar factory in the Wertheimer Building at Dallastown, where all the stripping of tobacco, cigar manufacturing, celophaning and packing will be done in the future.

Their manufacturing was formerly carried on in the General Cigar Company factory at Seven Valleys, but their equipment has been moved from that factory to their new plant at Dallastown.

The Dallastown plant will be under the management of Jacob Schindler, who was formerly in charge of their plant at Seven Valleys. Employment will be given to one hundred persons at once and this will later be increased to one hundred fifty persons.

A CORRECTION

In the last issue of THE TOBACCO WORLD it was stated that the Sun Ray Drug Company was selling the tins of fifty "Lucky Strike" cigarettes for twenty cents, but the Sun Ray Drug Company advises that they have never sold the tins of fifty cigarettes for less than twenty-seven cents, and we are glad to correct our previous statement. The Schulte and United Cigar Stores are now selling tins of fifty cigarettes for thirty cents.

THE favorite—whose flashing hoofs have brought him in ahead so many times! Again he shows his mettle! Again he leads the field.

ONE *will always stand out!*

KEEPING UP THE PACE . . . never letting down . . . that's what wins on the track—and in a cigarette, too.

Chesterfield smokers stick to Chesterfield, because here they find those essentials of true smoking enjoyment which never tire, never vary:

MILDNESS—the wholly natural mildness of tobaccos that are without harshness or bitterness.

BETTER TASTE—such as only a cigarette of wholesome purity and better tobaccos can have.

BETTER TASTE

Chesterfield Cigarettes are manufactured by LIGGETT & MYERS TOBACCO CO.

They Satisfy

DAVE MORRIS FINDS MANILA IMPROVEMENT

DAVE MORRIS, associated with Charlie Bond, as agents of the Philippine Government, has just returned from an eight months' trip to the Pacific Coast, in which he visited thirty-four states, in the interest of Manila cigars, and states that he found the Manila cigar situation showing a decided improvement in many of the localities visited. Mr. Morris made the following statement in reference to his trip:

"While the situation is not entirely roseate, it is evident that cigar business generally is associated with new activity. From now on the movement of goods should be more rapid. Neither wholesalers nor retailers have surplus stocks. Dealers are not buying beyond their immediate requirements. The larger orders that jobbers have placed of late were prompted by a bigger demand.

"The outlook is not so dark as it was. In different ways the rehabilitation of cigar trade is indicated. Cigar merchants are encouraged because of recent developments.

"In the quickening and increase of cigar sales Manilas are participating. In Idaho, Utah, Wyoming, Colorado, Kansas, Nebraska, South Dakota, Iowa and Missouri, additional vitality has been given to Manila business. Unaided by propaganda, special advertising or missionary work in the named states, Manila business has increased more than twenty-five per cent. in the past two months. And the acceleration of Manila distribution has just begun.

"The recent growth of Manila trade in territory between the Mississippi and the Rockies was unexpected. In some instances the increase of sales was surprising to jobbers who have been handling Manilas for years.

"Kansas, Nebraska, Iowa and Missouri are included in the area badly affected by drouth. Supposedly, the times were not propitious for any enlargement of cigar sales in regions where unusually hot and dry weather prevailed until principal crops were injured and reduced.

"Yet, despite all the adverse influences exerted on trade by the drouth and by the prevailing low prices for grain, Manila sales developed in the afflicted districts.

"Previously, the Manilas were not Cellophaned. But the protection given by Cellophane enabled the Manilas to retain all the good qualities they had when they left the factory. The use of Cellophane is one reason for the important increase of Manila sales, occurring in August and September.

"Another explanation is contained in the fact that independent retailers are looking for satisfactory cigars on which they can make a fair profit.

"In many cities today the independent retailer is put in a hard position because of the tactics of organizations that specialize in price cutting. In numerous cut rate stores a heavily advertised brand is offered at a price so low that it approximates what the ordinary retailer pays to the jobber.

"If he attempts to meet competition in price cutting on the brand, the little retailer either loses money or he obtains no profit on his turnover.

"The local jobber is in a similar predicament. Though he handles a much advertised brand, he is unable to sell to the principal chain stores in his territory. He has no say concerning the prices at which the cigars will be retailed. When important cut-raters persistently retail a brand at prices equal to or below the jobber's price to the retailer, the local jobber knows that his customers must buy other brands in order to continue in business. Thus it happens that the jobber and the jobber's salesmen are doing more to interest retailers in good Manilas.

"Various jobbers who formerly gave Manilas scant or no attention now are taking on Manila brands. In the territory between the Rockies and the Mississippi. Manilas promise to develop much larger business next year. In Denver, Wichita, Kansas City, Omaha and St. Louis as well as in a number of smaller cities Manila trade is showing a new growth."

THERE'S something about that smooth Raleigh flavor that makes customers come back for more. Open up the self-display carton; place it on your counter; watch Raleigh sales grow.

BROWN & WILLIAMSON TOBACCO CORP.
Louisville, Ky.

Raleigh Cigarettes 18 cents 2 for 35 cents

WALLET pack keeps every cigarette firm and fresh.

"ANTONIO Y CLEOPATRA" MADE IN TRENTON

The Antonio y Cleopatra cigar factory of the American Cigar Company in Tampa has been closed and that well-known brand is now being manufactured in Trenton, N. J.

The decision to close the Tampa factory was made following the wonderful success of the American Cigar Company's recently introduced brand, "Pall Mall," which is also being manufactured in Trenton.

Although the Tampa factory was closed about the first of October, shipments of "Antonio y Cleopatra" continued to be made from that point until the stock of finished cigars on hand there was exhausted.

WEBSTER NOW ON THE AIR

An advertising campaign is being launched in the Metropolitan area by Webster Eisenlohr, Incorporated, on their "Webster" brand, which has been planned to cover that section very thoroughly.

Billboards and newspapers will be used extensively, and in addition, a radio program will be broadcast every Monday evening over station WOR, featuring the famous comedians, Weber and Fields. A special and original program has been prepared by these comedians which should prove exceptionally enjoyable.

VISITORS IN TOWN

E. P. Oakes, of the Metropolitan Cigar Company, 508 S. Dearborn Street, Chicago, was in town visiting the trade last week with his "Hoyo de Cuba" cigar, and E. W. Berriman, of Berriman Brothers, Tampa, Fla., was also a visitor among the trade. Both these men reported a fine demand for their brands.

NO PLACE FOR GROUCH, SAYS PHULOFAX

WHEN you find a man who's always grouching because his business isn't as good as he thinks it ought to be, there is usually more wrong with the groucher than with his business, in the opinion of Phil M. Phulofax, D. B. I., business philosopher and specialist in cigar retailing.

"Since my association with Bayuk Cigars, Incorporated," says Mr. Phulofax, "I've met mighty few professional croakers. I believe they're dying out fast, and it's not hard to figure out why. Old man Darwin hit on the answer a good many years ago when he wrote about the survival of the fittest and the dying out of the unfit. The croaker is always among the unfit, and he can't survive against the competition of the fit.

"The man who always looks at the gloomy side of things handicaps himself at the start. Even if there's nothing else wrong with him—and there usually is—his chronic blues keep him always thinking about how tough his difficulties are, instead of thinking about a way to solve them. It's the man who recognifies difficulties, but who takes a real pride in throwing them for a loss instead of moaning about them, who makes money in business."

The real business man, Mr. Phulofax says, always gets a darn sight bigger thrill out of overcoming a situation that's blocking his progress than he does by just going along every day on a smooth course, with nothing to worry about. Every obstacle he kicks out of his path, Mr. Phulofax adds, furnishes him with just a little more of the experience and self-confidence that's going to end by carrying him right into the front ranks of his business.

"It's for men who don't plan to let obstacles keep them from moving right ahead to bigger and better profits, that my sales hints, now appearing in the advertising pages of this magazine, are being written," says Mr. Phulofax.

CHAIN STORE WINS LICENSE FIGHT

The Liggett Drug Company recently won the verdict in its battle to require the city council of Cedar Rapids, Iowa, to grant it a cigarette sales permit, when Judge Thomas B. Powell, in Superior Court, granted the Liggett Company a writ of mandamus, ordering the council to grant the license.

The Liggett Company's claim for $20,000 damages for the council's refusal to renew the cigarette permit which expired on July 1 was withdrawn when Judge Powell granted the writ.

INTERNATIONAL CIGAR MACHINERY EXTRA

The board of directors of the International Cigar Machinery Company have declared an initial quarterly dividend disbursement of sixty-two and one-half cents on the new common stock, putting the stock on an annual basis of $2.50, which is equivalent to the $5 rate on the old stock before the two-for-one split-up. An extra dividend of fifty cents was also declared on the common stock.

WALGREEN SALES INCREASE

September sales of the Walgreen Company, which operates a chain of drug stores, amounted to $4,082,342, as compared with $3,927,688 for the same month of last year.

For the nine months' period the sales amounted to $38,686,746 as compared with $33,120,920 for the same period of last year. On September 30th the company had 440 stores in operation.

A. C. M. PROTEST DUTY-FREE CIGARS

FOLLOWING the announcement of the Treasury Department decision to permit returning tourists from Cuba to bring $100 worth of cigars into the country duty free, if they so desired, the Associated Cigar Manufacturers and Leaf Tobacco Dealers lodged a vigorous protest with the Assistant Secretary of the Treasury Department, Mr. Lowman.

The letter of protest was prepared by Mr. W. L. Crounse, special Washington representative of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, and reads as follows:

"On behalf of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, representing all branches of the domestic cigar industry, I desire to enter an earnest protest against the recently promulgated instructions to customs officials allowing persons returning to the United States from Cuba and other foreign countries to bring in with them cigars of the value of $100, such privileges to be exercised not more than once every thirty days. I am familiar with the statutes and regulations pursuant to which these instructions have been given, but I feel sure that the department has not wisely exercised the discretion with which it is clothed by law to safeguard the revenues and to protect domestic industry.

"To those of us engaged in the domestic cigar industry it would seem that the interests of our trade are again to be sacrificed to enable other industries to obtain some doubtful advantage in our trade with Cuba. Already under the skillfully organized propaganda of certain large exporting interests the American cigar market has been thrown open to parcel post shipments from Cuba, causing a feeling of uneasiness to prevail throughout the domestic industry from leaf grower to cigar retailer.

"Certainly Congress never intended that the $100 exemption should apply to cigars. The Government has always jealously guarded the cigar tariff both in the interest of the revenue and for the protection of the domestic industry and it is but within the past ninety days that the salutary requirement that cigars shall be imported in quantities of not less than 3000 has been rescinded under pressure from interests seeking the advantages of a one-sided parcel post agreement with Cuba.

"The $100 exemption embodied in the Tariff Act which became effective June 17, 1930, is found in paragraph 1798, as follows:

Provisions of the Act

"'Provided further, That up to but not exceeding $100 in value of articles acquired abroad by such residents of the United States for personal or household use or as souvenirs or curios, but not bought on commission or intended for sale, shall be admitted free of duty: Provided further, That a resident of the United States shall not take advantage of the exemption herein granted within a period of thirty days from the last exemption claimed.'

"Referring to this exemption, the chief of the Tobacco Division of the Internal Revenue Bureau is quoted in a recent press dispatch as follows:

"'Under instructions that have been given Government representatives at various ports of entry, persons of the United States returning from Cuba may bring in with them cigars of the value of $100 or less or anything else they may wish to bring in. However, they may not do so more than once every thirty days.'

(*Continued on Page 14*)

News from Congress

(Continued from page 8)

Consular Invoices Necessary for Parcel Post Shipments to Cuba

Consular invoices will be required for all parcel post packages and articles of merchandise transmitted in packages prepaid at the letter rate of postage destined for delivery in Cuba, even though such shipments are mailed in localities where no Cuban consul is located, it has been announced by the Post Office Department.

One original and four copies of the relative commercial invoice must also accompany each shipment, the department has ordered, but only one set of consular and commercial invoices will be required for one shipment sent at one time to a single addressee, regardless of the number of packages comprising the shipment.

A. C. M. PROTESTS DUTY FREE CIGARS

(Continued from Page 13)

Other Countries Limit

"Every important foreign country strictly limits the amount of tobacco in any form that may be brought in by travelers. In most cases such importations are limited to an handful of cigars or cigarettes and in some cases the penalties for the introduction of larger quantities are very severe. If it is suggested that these limitations are due to the fact that the tobacco industries of countries referred to are under a Regie control and the consequent interest of these governments in the tobacco revenue, the answer is obvious that the Government of the United States also has an important interest in the revenues from the tobacco industry, both customs and internal, amounting in the case of tariff duties from 100 to 150 per cent. of the value of all the cigars that may be imported.

Traveler Can Bring in 2500 Cuban Cigars

"The extent to which abuses may arise from the regulation applying the $100 exemption to cigars may be suggested briefly. Inasmuch as a smokable cigar may be purchased in Havana at $40 per thousand, it follows that 2500 such cigars may be brought in by every returning traveler and as this privilege may be exercised monthly it follows that a maximum quantity of 30,000 cigars might be annually imported by a single individual. The duty on 1000 cigars, weighing approximately eleven pounds, would amount to about $60, or $150 on the quantity covered by a single exemption. If the privilege were exercised monthly the duty thus evaded would amount to $1800 per annum. The cost of twelve trips from points in Florida to Cuba, even if undertaken solely for this purpose, need not exceed $300, leaving a clear profit of $1500 on the operation. It hardly need be pointed out that with a possible profit so considerable in view, many returning travelers would be strongly tempted to speculate in cigars to the extent of their exemption, planning to dispose of their importations to dealers at ports of arrival who would no doubt be on the lookout for all such windfalls.

Not for Personal Use

"In view of the fact that the $100 exemption is designated to cover articles intended for personal use, it is interesting to note that a single importation of 2500 cigars would provide the importer with seven cigars per day for a year, or eighty-four cigars per day, if the exemption should be exercised once every thirty days, as the regulation proposes. The idea that the importation of any such quantity of cigars could be regarded as for bona fide 'personal use' is too preposterous for serious consideration.

"No one familiar with customs matters need be told that it would be impossible to prevent the fraudulent sale of cigars brought in under the $100 exemption. Unscrupulous dealers, tempted by the large profits to be made through the handling of duty-free cigars, could be relied upon to cover up all such transactions with the same ease that has characterized the bootlegging of intoxicating liquors of both foreign and domestic origin. It goes without saying that such abuses as are suggested would make it well-nigh impossible for honest dealers to compete with their less scrupulous rivals.

"The Associated Cigar Manufacturers and Leaf Tobacco Dealers view with concern any innovation in the customs or internal revenue regulations which opens the door to fraud however petty. It has always been the proud boast of our Government that our revenue system has been notably free against illegitimate competition. It is, therefore, with a feeling of confidence in your intention to uphold these fine traditions that we urgently protest against the application of the $100 exemption to foreign-made cigars."

RIGGIO SUCCEEDS HARWOOD

FRANK V. RIGGIO, son of Vincent Riggio, vice-president of the American Tobacco Company, has been selected to succeed Frank W. Harwood as director of sales and advertising for the American Cigar Company, following Mr. Harwood's resignation which took place a few weeks ago. Mr. Harwood has accepted an executive position with the General Outdoor Advertising Company, with which he was associated before entering the tobacco field.

Mr. Riggio is only twenty-seven years old, but has proven himself to have exceptional executive ability since becoming associated with the American Tobacco Company and the American Cigar Company.

Prior to his connection with the American Tobacco Company, Mr. Riggio was associated with the advertising firm of Lord, Thomas & Logan.

AMERICAN SUMATRA EARNINGS

The American Sumatra Tobacco Corporation and subsidiaries for the year ended July 31, 1930, report net loss of $394,026 after expenses, etc. In the preceding fiscal year the company reported net profit of $715,494, equivalent after deducting $78,750 dividends paid on the 7 per cent. preferred stock (redeemed in June, 1929), to $3.96 a share on 189,200 average common shares outstanding during the year, and $2.94 a share on 216,300 no-par shares outstanding on July 31, 1929.

UNITED STORE HELD UP SECOND TIME

On Thursday, October 2, the United Cigar Store located at Northeast corner Seventh and Chestnut Streets was held up for the second time in three days. A customer entered the store and asked for a book, and when the clerk started to wait on him he drew a pistol and forced the clerk into the rear room of the store and escaped with $75 from the cash register. The store was also entered on the previous Monday night and robbed of merchandise valued at $200.

CHAIN STORES VS. INDEPENDENT

IN AN interesting series of articles written by an authority, *Printers' Ink* weekly is giving "The How and Why of Chain Growth in Various Trades" and the article in last week's issue states that 27,257 independent retail cigar and tobacco stores throughout the country have average annual sales of $11,665 per store, while 3386 chain store units throughout the country have annual sales of $46,948 per store.

There are today sixty-six tobacco chains controlling some 3386 stores. There are, however, 27,257 independent retail outlets besides the thousands of other independent outlets where cigars and tobacco are sold that cannot be classified here. Eliminating the United Cigar Stores and D. A. Schulte, we find twenty-five chain companies operating only three stores each, and twenty-five other chains operating from four to ten stores each. The remaining fourteen chains of the entire list operate from eleven to twenty-five stores each. It is safe to assume that seventy-five per cent. of the chain companies in the cigar and tobacco field are local independent dealer organizations which do not classify their stores as chain organizations. The United and Schulte chains control 2648 and 298 stores respectively.

There are also a number of "co-operative buying" groups controlled by progressive jobbers who are gradually wrestling the leadership from the chains. These "co-operative" groups lead the retail industry in attempting to maintain prices and operate on a more efficient basis. In the last few years, the expansion of the outside chain interests to include the sale of tobacco products has reacted heavily on the legitimate retail tobacco industry, on both chain and independent alike.

The independent's retaliation against the new competition has been with the chains' own weapon—price cutting. There has always been within the cigar business what is called a "private brand" trade, and many retailers independently and in groups, are featuring such merchandise to offset price cutting on the advertised lines. In the tobacco field the large chains seem to have reached their peak.

1930 SUMATRA POORER THAN 1929

American Vice Consul Daniel M. Braddock, in speaking of the 1930 Sumatra tobacco crop, says: The 1930 crop of Deli leaf tobacco will very probably be of even poorer quality than the 1929 crop. A number of young plants were spoiled by an excess of rain at the beginning of the planting season, while the crop as a whole suffered severely from a protracted drouth in April. On some of the estates the entire planting was lost. The Deli Batavia Maatschappij is understood to have sustained the most serious loss. In general, those estates which planted latest suffered least. The quantity of the 1930 crop is expected to be about normal, with, however, a low percentage of the superior grades. It is reported in Medan that the Deli Maatschappij and the Senembah Maatschappij will pay no dividends this year.

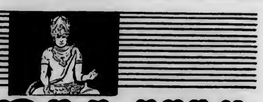
HILL RE-ELECTED REPUBLICAN TREASURER

At a meeting of Republican workers held last week at White Plains, N. Y., William L. Ward assumed the chairmanship of the County Committee for his thirty-fifth consecutive term, and George W. Hill, president of the American Tobacco Company, was re-elected treasurer of the County Committee. Mr. Hill resides at Irvington, N. Y.

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida



LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

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MILTON RANCK, Lancaster, Pa. ..... Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

HOW TO MAKE YOUR STORE SUCCESSFUL

MANY independent retailers will tell you, every chance they get, that they do not think the appearance of their store has anything to do with their success or failure to get business. "All this new-fangled stuff," they sneer, "is foolishness. I'll run *my* business in my own way." Yet during the next five minutes, if you let this type of retailer talk on, he will tell you a dozen and more ways in which changing conditions have affected him—and incidentally affected his profits.

The old haphazard ways of conducting any business have been definitely retired. In the face of present-day competitive conditions the catch-as-catch-can school of retailing presents a pretty sorry picture. Modern merchandising methods have been evolved which stand the acid test of the eternal question, "Does it pay?" The old-fashioned retailer, the slow, easy-going, genial soul who allowed the cobwebs to collect on his stock while he talked politics with his cronies, has been crowded out and in his place the alert, aggressive merchant who is a real business man, who knows what is going on, who is quick to recognize and adopt new opportunities for progress and profit.

This new type of retailer is the type doing the large volume of business today. You will find him in every community; he is the merchant with the clean, bright, modern store. You will hear about him in the dingy, dirty, old-fashioned stores nearby. He is getting the trade.

Trade papers, with their frequent suggestions for store improvements and with their articles on management, provide valuable ideas and helps for the alert retailer. The editors of these journals have at heart the interest of the business as a whole, not any one individual store, and the suggestions they pass on to you are based on broad experience and observation. They see your store as one of many and it either measures up to the standard, soars above the rest, or falls below. You who have been living and thinking in terms of your own store exclusively for many years may not be able to see your own weak points. Your point of view may be warped by too close perspective.

If your business is not making progress as it should, if your old steady customers fall off and go to shopping around or trading exclusively elsewhere, if chain stores open up around you and hurt your trade—study your own store for the cause. Before you cry out for legislation to protect you, before you damn the chains, before you bemoan the lack of loyalty and community spirit on the part of your lost customers, look around you and ask yourself if you can honestly blame people for going to the newer and more modern stores.

There are many yardsticks with which to measure the caliber of your store. There is the practical rule alone—the price angle. Price comparisons are easy and there was a time when price worried many retailers considerably. Now, however, there is no reason for price to bother anyone. Any retailer who is on to his job can buy advantageously.

Let us take a yardstick which is less commonly applied to the average store—the scientific yardstick. Some of the more progressive and forward-looking independents have used it and all well-managed chain organizations use it constantly; they would be lost without it. From the day they start to count pedestrians on a corner where they propose to locate a store until they determine the eye appeal of the opening advertising layout, the chain management is never away from the measurements of the scientific yardstick.

If every retailer would survey his store with the same modern scientific tools used by merchandising engineers in surveying for chain organizations, department stores in big cities and shops in high-rent locations, he would soon know the answer to many of his problems.

The findings of scientists show that of all the impressions that reach the human brain, 87 per cent. are received through the eye. Merchandising engineers have made capital out of that fact and modern stores designed in accordance with scientific principles make their greatest appeal to the eye.

Before eye appeal can be effective there must be light—plenty of light! If you have dark walls and ceilings and your light is dim you cut down your volume of business. You do; there's no guesswork about it; it has been proven time and time again. There is a point at which there is 100 per cent. visibility. Anything darker than that acts as a definite sales hindrance.

Science has shown beyond any question of doubt that the eye's buying range is between ten inches and six feet from the floor, with 100 per cent. at eye level. In other words, keep the stock you want to sell at eye level, or slightly below. Pull down high displays, get those pyramids of stock off the top of your shelving. Put a potted plant up there, or just leave it bare; stock doesn't sell where it looks difficult of access and it just collects dust and gets shopworn.

The eye registers photographic impressions; the brain goes on from there. Keep kindred and associated items together. Departmentize!

Above all, keep your store clean. Dark walls and dim lights hide the dirt; at the same time they discourage sales. With plenty of light, dirt shows up everywhere and a dirty store can cheat the cash register out of profits faster than your advertising or your service can attract new patronage.

We are living in a marvelous age. New discoveries have made life better and easier and more enjoyable. Likewise they have made everyone more discerning and more critical. You cannot hope to hold your own if you persist in being old-fashioned. This is a modern day—is yours a modern store?

AMERICAN M. AND F. EXTRA

Directors of the American Machine and Foundry Company have declared two extra dividends on the common stock—one of five cents and one of twenty cents, in addition to an initial quarterly dividend of thirty-five cents on the new common stock.

The dividend on the common stock places the new stock on a $1.40 annual basis, equal to $7 rate on the old stock, which was split five for one. The five-cent extra dividend and the initial quarterly disbursement are payable November 1 to stock of record October 17. The extra of twenty cents is payable December 1 to stock of record November 15.

SCHULTZ REOPENS STAND

Nat Schultz, president of the Independent Retail Tobacconists' Association, has reopened his retail stand at 101 West Thirty-seventh Street, New York, which was recently closed by the fire department under rule 10 of the building code of New York City. The energy and initiative which has been evident in his present administration of the retailers' organization was very largely responsible for the reopening of his stand.

YORK MANUFACTURERS FILE BRIEFS ON CHARGES

TESTIMONY to the effect that present commodity railroad freight rates on shipments of wrapper tobacco from points in Florida and Georgia to points in southern York County are unduly unjust, unreasonable and discriminatory, in favor of their competitors, was offered by members of the York County Cigar Manufacturers Association at a recent hearing before Examiner Paul Coyle of the U. S. Interstate Commerce Commission in the Federal Building at York, Pa.

The cigar manufacturers testified that they had been damaged in large sums of money by the alleged unfair and discriminatory rates, and asked that the Interstate Commerce Commission set, in place of the present rates, such other tariff as the Commission may deem reasonable and just, and also to order that the more than one hundred thirty-five defendant railroads pay reparations to the injured firms.

Counsel for the railroads contended that the present rates were in no sense unreasonable or unjust and they had now under consideration these rates, with a view to permanent readjustment, and asked that they be permitted to complete this study.

At the conclusion of the hearing, briefs were filed. Examiner Coyle said that he will later submit his report to the Commission, which will then render its decision.

BRIGHT OUTLOOK FOR REFERENDUMS

(*Continued from Page 3*)

that such popular condemnation of tobacco taxation or tobacco restrictions would work as a most serious blow to the tobacco tax advocates or to the anti-tobacco agitators who, after all, constitute but one group of forces antagonistic to our industry.

However, while all indications point to complete success in all the three States, activities now under way must be continued unabated until the very casting of the ballots on election day. For over-confidence in such situations is always dangerous. Unexpected things may always happen and uncertainty is always present until the election is over.

Moreover, in order that victories in all the three States might have a far-reaching effect upon future legislation of this nature, to win by mere majorities would hardly be sufficient; we must look and work for such *overwhelming* vote in all the three States that the whole country would take due notice thereof.

In this connection it must be added that the situations are particularly difficult in New Mexico and Oregon by reason of the fact that in the former State a mere majority is insufficient unless it constitutes at least 40 per cent. of the highest vote cast in the State, while in Oregon the referendum ballot contains not less than thirteen different questions to be voted upon, all on one and the same ballot, which may possibly result in a great many voters neglecting to vote on some of the questions.

And so let us keep on our work not only with unabating energy but rather with redoubled force until election day, to make sure of a real great success.

TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

DISTRIBUTOR DESIRES JOB LOTS OF CIGARS IN ALL CLASSES. No amount too large. Cash proposition. Address, Distributor, Box No. 550, "The Tobacco World."

BUSINESS OPPORTUNITIES.

REPRESENTATIVE SALESMAN COVERING PHILADELPHIA and surrounding territory, successfully selling reliable retail merchants, desires additional lines with reliable manufacturers; unquestionable references; commission basis. Address E. S. Gerson, 945 N. 67th St., Philadelphia, Pa.

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

MILAN CIGAR PLANT OPENS IN TENNESSEE

THE MILAN Cigar Company, of Milan, Tenn., has opened in the Milan Improvement Company Building, formerly leased by the American Cigar Company. O. B. Connelly is owner and manager of the new company, and he is employing cigarmakers.

The company is making a five-cent cigar, handmade with a Sumatra wrapper, blended filler, and a Connecticut binder, which they claim is equal to the average ten-cent cigar in quality, and is marketed under the brand name of "Connelly's Hand Made Cigar."

The company will start making a ten-cent brand next week, which will be known as "Carmona," and will be made of the finest imported tobacco, blended to as near perfection as possible.

Mr. Connelly has had thirty-two years' experience in cigar manufacturing, and was manager of the American Cigar Company plant in Milan for nearly six years. He was an employee of the company for many years before the plant was opened in Milan, and resigned from that company last spring. Mr. Connelly has a host of friends in Milan who wish him success in his new venture.

JUDELL JOINS ADVERTISING CLUB

Emil Judell, vice-president of Webster Eisenlohr, Incorporated, has been elected a member of the New York Advertising Club. Mr. Judell was formerly associated with H. L. Judell and Company, of San Francisco, but severed his connections with that company last February to join Webster Eisenlohr, Incorporated.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an auditional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WILLIAM ASH:—45,710. For cigars, cigarettes and tobacco. April 29, 1930. Schwartz & Co., West New York, N. J.

TOWN AND COUNTRY SMOKING MIXTURE:—45,712. For pipe tobacco. May 7, 1930. Rudolph Ludwig, New York, N. Y.

W. M. B. R.:—45,713. For cigars. May 3, 1930. Maximo Crahn & Son, Tampa, Fla.

BLASCO:—45,798. For all tobacco products. September 29, 1930. Francisco Alvarez Co., Tampa, Fla.

126:—45,800. For cigars. October 3, 1930. Daniel Eyster, York-New Salem, Pa.

TRANSFERS

BAFFIN:—26,936 (U. S. Tobacco Journal), and **28,227** (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered April 2, 1903, by American Cigar Co., New York, N. Y. Transferred to American Litho. Co., New York, N. Y., May 10, 1920.

IMPERIAL MIXTURE:—35,171 (Trade-Mark Record). For all kinds of tobacco. Registered October 9, 1908, by Chas. Landau, New York, N. Y. Transferred to Hudson's Bay Company, Montreal, Canada, September 15, 1930.

PADDINGTON:—45,239 (T. M. A.). For cigars, cigarettes and tobacco. Registered May 29, 1928, by E. Popper & Co., Inc., New York, N. Y. Transferred to John F. Snyder, Buffalo, N. Y., April 29, 1930.

UPDIKE:—33,057 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered September 26, 1907, by Acker, Merrall & Condit Co., New York, N. Y. Through mesne transfers acquired by Martinez Havana Co., New York, N. Y., and re-transferred to Jacob Rich, New York, N. Y., April 28, 1930.

CARLOS BLASCO:—24,216 (Tobacco Leaf). For cigars. Registered November 8, 1902, by Charles Blasco, Havana, Cuba. Transferred to Francisco Alvarez y Garcia, Tampa, Fla., and re-transferred to Francisco Alvarez Co., Tampa., Fla., September 26, 1930.

TOBACCO ADVERTISING CONTINUES INCREASE

EXPENDITURES of $6,289,669 were made for cigar, cigarette and tobacco advertising during the nine months of 1930 in national magazines, national farm magazines and for radio broadcasting, an increase of $1,185,029 over the $5,104,640 spent during the same period in 1929. This is an increase of approximately 23 per cent. for the nine-month period of 1930 over the same period of 1929, according to the Business Survey Department of Dorrance, Sullivan & Company, New York advertising agents.

The accumulative total for the nine-month period of 1930 in national magazines was $4,769,540 as against $4,070,962 during the same period in 1929, a gain of 16 per cent. The accumulative total for cigar, cigarette and tobacco advertising in national farm magazines for the nine-month period of 1930 was $214,125 as against $188,467 during the same period in 1929, or a gain of 13 per cent. The accumulative total for radio broadcast advertising for the eight-month period of 1930 was $1,305,984 compared with $845,211 for the eight-month period of 1929, a gain of approximately 54 per cent.

Cigar, cigarette and tobacco advertising in September, 1930, national magazines, national farm magazines and for radio broadcasting amounted to $878,635 compared with $562,227 during September, 1929, a gain of 38 per cent.

In September, 1930, national magazine cigar, cigarette and tobacco advertisers spent $662,338 as against $463,781 during September, 1929, a gain of 42 per cent.

National farm magazine cigar, cigarette and tobacco advertising in September, 1930, was $32,150, a gain of $23,525 over the September, 1929, total of $8625 or 261 per cent.

Radio broadcast advertising in August, 1930, amounted to $184,147 as compared to $89,821 during August, 1929, a gain of 105 per cent.

TAMPA SEPTEMBER PRODUCTION OFF

Figures of cigar production in the Tampa factories, just released by the Revenue Department, for the month of September show total production of 36,156,332 cigars, which is approximately 3,000,000 less than the August, 1930, production.

The fact that Tampa factories produce Class C and higher grades of cigars mostly no doubt accounts for the loss of production to a great extent, and there is considerable consolation also in the fact that the Tampa factories are holding up exceedingly well as compared with cigar production in other parts of the country.

The September production by classes was as follows: Class A, 13,608,330; Class B, 695,680; Class C, 15,641,730; Class D, 6,118,888, and Class E, 91,704.

CULLMAN ON THE AIR

Howard S. Cullman, of Cullman Brothers, Inc., leaf tobacco brokers, of New York City, was a speaker over the radio on Tuesday night of last week, over station WABC. Mr. Cullman is treasurer of the Independent Citizens Committee for the re-election of Governor Franklin D. Roosevelt, of New York.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., for October 1, 1930.

State of Pennsylvania, County of Philadelphia, } ss.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.

Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

Managing Editor—None.

Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent. or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given, also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B. HANKINS,
Business Manager.

Sworn to and subscribed before me this 29th day of September, 1930.

JOHN J. RUTHERFORD,
Notary Public.

My commission expires January 22, 1931.

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NOVEMBER 1, 1930

VOLUME 50 No. 21

THE TOBACCO WORLD

AUTOKRAFT BOX CORP.

Its Only A Short Time Since The NEW AUTOKRAFT WOODEN CIGAR BOX Was Introduced

Some of the largest and most progressive cigar manufacturers recognizing this distinctive creation have better packed, and distributed in this preferred box over 750,000,000 cigars, because it is the most economical and practical package for cigars.

It gives maximum protection and presents the finest and most artistic package possible.

THE NEW AUTOKRAFT WOODEN CIGAR BOX
THE
BETTER CIGAR BOX

Manufactured and Distributed by the

Phila., Pa. Hanover, Pa. Cincinnati, Ohio. Kansas City, Mo.
AUTOKRAFT BOX CORPORATION
LIMA, OHIO YORK, PA.
St. Louis, Mo. Chicago, Ill. Detroit, Mich. Hopkinsville, Ky.

AUTOKRAFT AUTOKRAFT

A NATIONWIDE SERVICE

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

In Cigars You Are Selling

Size, Shape, Color and Fragrance.

These features play an important part in the sale of every cigar.

There is no better way to attract smokers who are particular about these points than to keep your cigars fully in view, for approval and comparison.

Let your customers see the sales points of your brands (size, shape and color) at a glance, by packing your cigars in Wooden Boxes, which will at the same time preserve the natural freshness and fragrance that nature gave to the tobacco leaf.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 21

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, NOVEMBER 1, 1930 — Foreign $3.50

SUCCESS IN REFERENDUM CAMPAIGNS SEEMS ASSURED

IN ANOTHER few days the voters in Michigan, New Mexico and Oregon will render their verdict on the tobacco measures submitted for referendum votes.

If the high pitch of enthusiasm of the trade leaders in all the three referendum states, as shown by their requisitions for literature and printed matter, totalling to date over 250,000 pieces, which have been systematically, and we are sure effectively, distributed in the last six weeks, may be taken as an indication of the outcome of these referendums, then success seems reasonably certain.

But aside from this, the reports that have come to us not alone from the tobacco trade, but also from various other sources, from the press and other impartial observers, all unmistakably indicate that the measures in all the three states will be decisively defeated at the election on November 4th next.

But our industry cannot be satisfied with mere victories. These measures ought to be, and we earnestly hope will be, defeated by such an avalanche of votes, by such overwhelming majorities, as will make a lasting impression throughout the country. And this must be our goal at this time.

In this connection, it is to be noted that, while the question of taxing tobacco products by states was once passed upon by the public, at the Oregon referendum in 1926 when the tax was rejected by over 2 to 1, tobacco prohibition or other anti-tobacco legislation has never been submitted to a public vote.

Thus the present referendum in Oregon affords the very first opportunity for the public to make an official record of its sentiment with respect to anti-tobacco agitation. That this record to be made in Oregon on November 4th next will be one of disapproval and condemnation of all anti-tobacco agitation there can hardly be any doubt. Indeed, it is our genuine belief that, after the count of the votes on the anti-cigarette referendum in Oregon, our industry will have reason to be thankful to the Oregon Antis for affording this opportunity for the public to register its condemnation of anti-tobacco agitation in no uncertain fashion.

However, activities must be continued without abatement until the votes are actually cast. No opportunity must be overlooked to acquaint the public—the voters—with the facts upon which they are to render their verdict on Election Day. For, after all, elections are always uncertain until the ballots are actually counted.

Following our program originally mapped out, there will be inserted this week:

(Continued on Page 16)

FIRST PARCEL POST CIGARS FROM CUBA

FIFTY-EIGHT importations of Cuban cigars into the United States under the new parcel post agreement were reported today by the Customs Bureau for September, the first month after the agreement became effective.

These importations, reported through the Jacksonville Exchange post office, were made up of 321 boxes of cigars valued at $855, on which duty totaling $634 was paid at the rate of $4.50 a pound and 25 per cent. ad valorem.

A considerable volume of parcel post was reported sent from the United States to Cuba this month. This totaled $4759 packages of 45,442 pounds. The imports covered only cigar shipments.

ADOLPH LOEB DIES SUDDENLY

Adolph Loeb, president and treasurer of the leaf tobacco firm of K. Straus & Company, 301 North Third Street, died suddenly last Saturday afternoon after being stricken with a heart attack just after having completed eighteen holes of golf at the Philmont Country Club with H. G. Leopold and Harry Kohn.

Mr. Loeb was immediately rushed to the Abington Memorial Hospital, but was declared dead by the hospital physicians upon his arrival there.

Mr. Loeb was sixty years old, and had been associated with the Straus Company for forty years.

Funeral services were held on Monday afternoon from his late residence, 6417 Wissahickon Avenue. Interment was private, at the convenience of the family.

LORILLARD LAUNCHES NEW CIGARETTE

The P. Lorillard Company last week introduced a new high-grade blended cigarette in selected locations in Philadelphia, New York City and Boston, under the brand name of "Tally Ho." The new brand is packed in twenties and retails for eighteen cents a package or two for thirty-five cents.

The first placements were of an experimental nature, but officials of the company state that their reception was so favorable that it seems probable that a general distribution of the brand will be made at a later date.

EXTRA FOR SCOTTEN, DILLON COMPANY

Directors of Scotten, Dillon Company, Detroit, Mich., tobacco manufacturers, have declared an extra dividend of ten cents a share, and a regular quarterly dividend of thirty cents a share, payable November 15 to stockholders of record November 7.

PHILADELPHIA.

WAGNER GETS LARGEST IMPORTED SHIPMENT

JOHN WAGNER & SONS, Dock Street, distributors of imported and domestic cigars, last week received the largest single case of imported cigars ever to come into the port of Philadelphia.

The case contained a handsome cedar cabinet, which stands more than six feet high, three feet wide and more than one foot in depth, beautifully inlaid and cedar lined, and contained ten thousand "Romeo y Julieta" cigars, specially selected for John Wagner & Sons, and packed in ten compartments of one thousand cigars each.

BAYUK'S RECEIVE VISITORS

R. H. Harris and C. E. Stout, both of the Scranton Tobacco Company, distributors of Bayuk cigars in northeast Pennsylvania, were visitors at Bayuk headquarters on Monday.

A. C. Davis and E. F. Requard dropped in at headquarters of Bayuk Cigars, Incorporated, Ninth and Columbia Avenue, a few days ago. Mr. Davis and Mr. Requard are associated with the Neudecker Tobacco Company of Baltimore, which company is distributor of Bayuk brands in Maryland.

V. A. Gables and H. W. Edmiston, North California salesmen for Bayuk's, are doing some very constructive work on Bayuk cigars in that territory through Messrs. Ehrman Brothers, Horn & Company, distributors for that territory.

Jack Snyder, territorial manager for Bayuk's in Los Angeles, is also hitting a nice stride on Bayuk products in the Los Angeles and lower California territories.

Bayuk headquarters reports business as very favorable and an excellent fourth quarter is anticipated.

"HAV-A-TAMPA" AUTOS GOING GOOD

Tom Allely, of the A. & H. Trading Company, 1018 Filbert Street, reports that the "Hav-a-Tampa" Autos, the cigar with the patented cherry wood mouthpiece, is going over in excellent shape, and they are already disposing of their second shipment on this fine brand. This brand is meeting with splendid success among the particular smokers in the first-class hotels and clubs.

CONGRESS BUSINESS GOOD

AT THE CONGRESS Cigar Company everything is running along smoothly, and business on "La Palinas" is mighty good, in comparison with conditions throughout the country.

Willis Andruss, sales manager of the Congress Company, has recently returned from a visit to the Middle West as far as Kansas City and Omaha, visiting distributors, and he found business in the agricultural districts in very good shape and business on "La Palina" particularly satisfactory.

A very good spread of orders is being received at headquarters and a very good holiday business is confidently anticipated.

A big fall newspaper campaign is now being run in newspapers throughout the country, and with the wide publicity which "La Palina" is receiving each week through their radio programs, it would seem to be a good thing for the retailers throughout the country to stock and push this quality brand.

The Congress Company is also about to release a snappy "La Palina" poster in brilliant colors, featuring "Old St. Nick" comfortably seated in a chair enjoying a "La Palina" cigar and with an open box of "La Palinas" within easy reach.

A. C. Davis and E. F. Requard, of the Neudecker Tobacco Company, Baltimore distributors of the "La Palina," visited Congress headquarters last week and report business very good in that city with very little depression in evidence.

Richard E. Lang, president of the National Grocery Company of Seattle, is in New York City this week and is expected to visit the Congress Cigar Company before returning to Seattle.

The National Grocery Company is the distributor of "La Palina" cigars in their territory.

VISITORS TO PHILADELPHIA

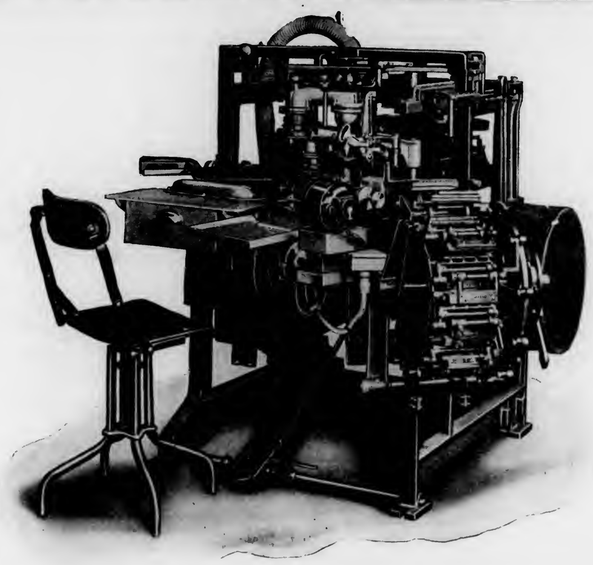
Mannie Perez, of Marcelino Perez & Company, Tampa manufacturers of "Tuval," "Ponchartrain," and other well-known clear Havana made-in-bond cigars, was in Philadelphia last week and reported business on his brands was in excellent shape.

Jim Head, president of Benson & Hedges, was in town last week visiting the trade.

Frank Llano, of the American Cigar Company, was a visitor at Yahn & McDonnell headquarters last week in the interest of "Antonio y Cleopatra." Yahn & McDonnell report an excellent increase on this fine brand particularly during the past two months.

The Model R Universal Automatic Cigar Rolling Machine

Is Designed to Work in Combination With any of the four Universal Bunch Making Machines Models L, S, S-2 and T.



$7,500

Convenient Time Payments in United States and Canada. Prices, F. O. B. Our Plant, Newark, N. J., U. S. A.

AFTER our long and continued success in the development of Cigar Making Machinery, starting with the Model M Universal Tobacco Stripping and Booking Machine, down to our latest, the Model S-2 Universal "Cross-Feed Type" Long Filler Bunch Making Machine, it was the next logical step that we should develop a machine that would complete the process and deliver the finished Machine-Made Cigar.

Before designing the Model R Universal Automatic Cigar Rolling Machine, a thorough investigation was made with a view to avoiding or correcting the faults existing in other Cigar Making Machines. The result is a compact machine, simple in operation, sturdy in construction, with a minimum number of parts all of which are interchangeable.

The Model R Machine has been subjected to a series of most severe tests in factories making cigars of varying shapes and sizes, from all kinds and grades of tobacco, with the result that it is now being offered to cigar manufacturers supported by the enthusiastic approval of those practical cigar men who have proven the machine and are now using it in their own cigar factories.

The Model R Machine, which will produce from 400 to 500 cigars an hour, depending on the efficiency of its operator, is timed to a capacity of ten (10) cigars a minute. The Model R requires but one operator to effect a saving of $1.00 and upwards a thousand under the lowest cost heretofore obtainable in Machine Made Cigars.

COMPLETE visibility in all of its operations is one of the outstanding features of the Model R Machine. Before the bunches are placed into the individual turret molds of the Model R Machine they are inspected for imperfections by the operator of the Universal Bunch Making Machine. "Throw outs" are eliminated before the bunches are placed into the individual turret molds of the Model R Machine. The result is that imperfect bunches are, of course, never rolled on the Model R Machine.

This means an important saving of binder and wrapper stock, which ordinarily is spoiled and scrapped on imperfect bunches made on other types of Automatic Cigar Machines.

There are always ten bunches under pressure in the individual turret molds of the Model R, and the pressure on each bunch is uniform throughout and for the same length of time. The bunches in the individual turret molds are all subjected to the same atmospheric conditions, and for the same period of time. This condition cannot prevail where cigars remain in wooden molds from several minutes to hours, over night, and often over a week-end.

Aside from the increased production and saving in stock and labor costs you are always assured of a uniformity in the size, shape, appearance and condition of cigars made on the Model R Universal Automatic Cigar Rolling Machine.

The Model R Machine is sold outright, thus relieving the cigar manufacturer of all unnecessary royalty or leasing entanglements.

UNIVERSAL TOBACCO MACHINE CO.

40 EAST 34TH STREET, NEW YORK

NINE MONTHS' WITHDRAWALS SHOW HEAVY LOSSES

IN CONTEMPLATING the figures of tobacco withdrawals for the first nine months of 1930, while the figures are indeed not encouraging, some consolation can be taken from the fact that our old friend (or should we say enemy?) "General Business Depression" is, of course, partly responsible.

In glancing down the list of tobacco products, the only products to show a gain for the nine months' period as compared with the same period of a year ago, are five-cent cigars, which show the substantial gain of 12,871,085, or a trifle less than one-half of one per cent., and cigarettes which show a gain of 1,517,324,360, or practically one and three-quarters per cent.

Class B cigars for the period show a loss of 132,835,392, or more than 30 per cent.; Class C cigars a loss of 287,744,500, or more than 18 per cent.; Class D cigars, a loss of 17,944,836, or more than 17 per cent., and Class E cigars, a loss of 3,009,078, or a loss of approximately 22 per cent. All classes of cigars show a net loss of more than 428,000,000 or almost 9 per cent.

Little cigars for the same period show a loss of 28,005,548, and smoking and chewing tobacco a loss of 7,306,561 pounds.

During the first nine months of 1929 total cigar production showed a gain of 128,262,667 as compared with a like period of 1928, and cigarettes gained 10,591,246,676 for the 1929 period as compared with 1928.

While the 1930 figures are quite discouraging as compared with the 1929 figures, when it is taken into consideration that the 1930 figures represent the period following the disastrous stock market crash of just one year ago, it seems highly probable that the cigar and tobacco industry will show a marked improvement along with the improvement in other industries, which expert observers declare is now very near at hand, with the Federal, State and city governments organizing campaigns for the relief of unemployment.

The coming holiday season will also give a great impetus to retail buying with the large amount of money which will be paid out by the banks throughout the country to members of Christmas clubs who have been saving their money during the past year for the express purpose of having it to spend at the Christmas season, and this impetus may indeed prove to be just the added force necessary to push our industries "around the corner" and start the wheels of industry humming along that much-heralded road of our greatest prosperity.

TINT TAKES ADDITIONAL SPACE

Harry A. Tint, well known retailer located in the Burlington Arcade, specializing in high-grade merchandise, has found it necessary to acquire additional space to accommodate his rapidly expanding business, and has accordingly leased the store adjoining his present stand.

The newly acquired store will be equipped with a thoroughly modern humidor, thus allowing the installation of more wall cases and floor display cases in his present location.

Mr. Tint has been in his present location a little more than two years, but has acquired a host of friends among his many customers, who appreciate the fine quality merchandise and excellent service that Harry specializes in.

YORK COUNTY MAY HAVE CIGAR SCHOOL

AT THE recent monthly meeting of the York County Cigar Manufacturers' Asso. a suggestion was made that a school be established and sponsored by the association for the training of cigarmakers, under expert instructors, so that cigar manufacturers would have a ready supply of skilled cigarmakers, and also tend toward relief of the unemployment situation. The recent rapid perfection of automatic machinery in all lines of industry is no small factor in unemployment conditions throughout the country, and the cigar and tobacco industry is no exception in this respect.

After much discussion and careful thought by the association, a committee was appointed, consisting of T. E. Brooks, president of the association; D. A. Horn, J. C. Winter, Arthur S. Ziegler, Arthur McGuigan and David E. Wolf, to investigate the proposed establishing of such a school and to make a report at the next regular meeting in November, at which time further action will be considered.

PORTER AGAIN HEADS AMERICAN SUMATRA

At the annual meeting of the stockholders of the American Sumatra Tobacco Corporation, held on October 15, the following were elected to the board of directors: Seton Porter, Samuel Dobbs, Gerald Brooks, John Pulleyn, Maurice Newton, Gouverneur Carnochan, Frank Callahan, W. Roosevelt Thompson, John Woodward, and P. Polumbaum.

At the meeting of the board of directors, Seton Porter was again elected president of the corporation; P. Polumbaum, executive vice-president and general manager; Emil Trueb, vice-president and treasurer; J. W. Woodward, vice-president; J. A. McNaughton, secretary; Ira Strouse, assistant secretary, and A. J. Stein, assistant treasurer.

At the request of Mr. Porter, Samuel C. Dobbs was elected chairman of the board. Mr. Dobbs is thoroughly familiar with the tobacco situation in Georgia.

PHIL FORRISTALL BECOMES A POET

Phil Forristall, well-known sales manager of Waitt & Bond, Incorporated, contributed a short poem for the Blackstone radio program last Tuesday night, which was received with much applause.

One of the interesting features of this program is the rendering each week of contributions by the audience, called "Foolish Facts," in four lines, and last Tuesday's contribution by Mr. Forristall was as follows:

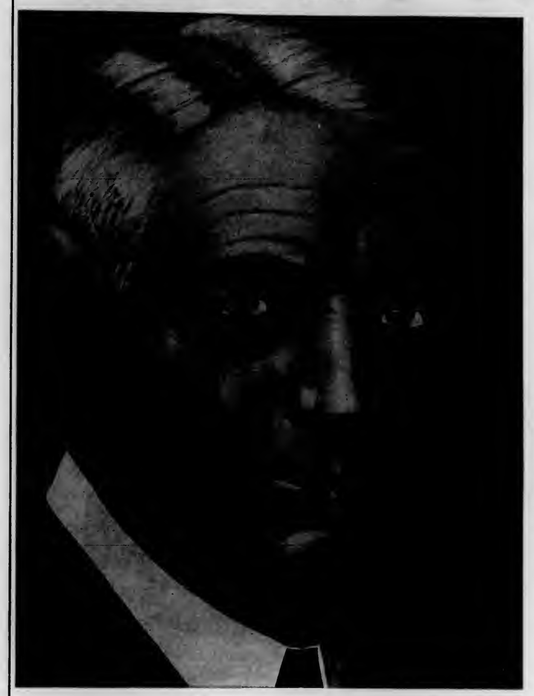
"The trolley fare is fair enough,
The system can't be beat;
You have to pay your money first,
Then try to find a seat."

D. EMIL KLEIN EARNINGS

Net profit of the D. Emil Klein Company, manufacturer of "Haddon Hall," "Nottingham," "Emanelo," and other brands of cigars, for the nine months ended September 30, 1930, totaled $244,848, as compared with $250,524 for the corresponding period of 1929, a decrease of only 2.2 per cent.

D. Emil Klein, president of the company stated that this decrease "was in the face of a reduction of 17 per cent. in the same period in the sale of Class C cigars, or those selling at ten cents or more."

"MAKING FRIENDS AND HOLDING THEM —is the secret of success in business" Says GEN. SAMUEL McROBERTS



Chairman of the Board, Chatham Phenix National Bank and Trust Company
Director, Armour & Co., American Sugar Refining Co., National Surety Co., Kansas City Southern Railway; Brig. General, A. E. F.

"Making friends and holding them, by a friendly up-to-date usefulness, is the secret of success in business. This axiom has been the guiding force in the progress of the Chatham Phenix National Bank and Trust Company. And it is obviously the guiding force in your business—as evidenced by your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos."

Samuel McRoberts

Everyone knows that sunshine mellows—that's why TOASTING includes the use of the Ultra Violet Ray. LUCKY STRIKE —the finest cigarette you ever smoked, made of the finest tobaccos—the Cream of the Crop —THEN—"IT'S TOASTED." Everyone knows that heat purifies and so TOASTING removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating!

"It's toasted"

Your Throat Protection—against irritation—against cough

Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited General Samuel McRoberts to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. The statement of General McRoberts appears on this page.

©1930, The American Tobacco Co., Mfrs.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

FURTHER support of the opinion that business is finally on the up-grade, expressed in Washington a month ago when export trade in August, for the first time in many months, showed an increase, is given by figures just compiled by the Department of Commerce showing that foreign trade in September was approximately $20,000,000 over that of the preceding month.

In September, also, imports showed a slight gain over the previous month, leading officials to express the belief that both domestic manufacturing and general purchasing were taking heart.

As compared with September, 1929, exports, totaling $318,000,000, showed a decline of $129,000,000, while imports, at $227,000,000, exhibited a loss of $124,000,000. Considerable emphasis, however, is placed upon the September gains, attention being called to the fact that the increase in imports came in a month which usually shows a decline from previous periods.

As a result of the more favorable showing of the international trade figures, officials are expressing more optimistic views than they have held in past weeks, pointing out that other reports, such as consumption of cotton, wool and other raw materials, indicate also that industry is slowly, but none the less actually, reviving.

Davis Sees Continued Depression If Democrats Win Election

Downward revision of the tariff in the event of the election of a Democratic Congress this fall is seen by Secretary of Labor James J. Davis, with consequent demoralization of industry and distress of workers just beginning to recover from the depression of the past year.

Charging that the Democratic party in Congress delayed action on the Hawley-Smoot tariff bill as a means of embarrassing the administration, Secretary Davis, in a radio speech over a nation-wide hook-up, indicated that with the position reversed and the Democrats in power, the Republican party would have to assume the role of obstructionist in order to save the country from the depression that would inevitably attend another tariff fight.

"If the Democrats should get control of Congress beginning the first Monday in December, 1931," he declared, "downward revision of the tariff would take several years to accomplish. It would throw the tariff into the next Presidential election, and we should have tariff discussion and uncertainty for the next three years."

Federal Trade Commission Aims to End Commercial Bribery

No effort will be spared in the attempt to stamp out commerical bribery, the business interests of the country have been warned by Garland S. Ferguson, Jr., chairman of the Federal Trade Commission. One of the first cases decided by the Commission, he pointed out in a recent address before a meeting of prominent business men, involved commercial bribery, and in the fifteen years of the Commission's existence orders to cease and desist have been issued in 188 such cases. In addition, nearly 100 industries, in the course of trade practice conferences, have condemned commercial bribery.

Commercial bribery, it was explained by the Commissioner, is the giving by the seller to the agent or employee of the buyer, without the knowledge or consent of the latter, of a commission or gratuity for the purpose of influencing the agent or employee in favor of the goods of the seller. Sixteen states have laws making commercial bribery a criminal offense, and it is prohibited by statute in twenty-three foreign countries, including England, Canada, France and Germany.

"When bribery attracts trade by the fraud it perpetrates, the trade is diverted from honest and upright competitors," Commissioner Garland declared. "In order to meet this unlawful competition the honest merchant must suffer loss in price, reduce the quality of his goods, or himself become dishonest.

"The Federal Trade Commission will not relax its efforts to prevent commercial bribery. It will continue to investigate all cases where it has authentic information. It will issue complaints and prosecute all cases that appear to be based on facts. It will issue orders against those found guilty on trial, and will file petitions for enforcement against those who do not obey its orders."

Department of Commerce Now Turning to Domestic Trade

Having practically perfected its organization for the development of foreign trade, the Department of Commerce now is undertaking the promotion of domestic trade by improvement in methods of distribution and similar activities, according to W. L. Cooper, director of the bureau of foreign and domestic commerce.

Discussing the work of the bureau before the recent convention of the American Society of Industrial Engineers, Mr. Cooper pointed out that concrete results have attended the efforts of the foreign service

(Continued on Page 14)

I'm "that way" about P. A.

THE fragrance that floated up when I opened that first tidy red tin told me: "You're going to like P. A.—and like it lots." I could feel my smoke-appetite tugging at the bow-lines. I got under full sail with the very first pipe-load. Right from the start. And I mean *"right."*

Cool as "I'm sorry . . . I have an engagement." Sweet as "But, Big Boy, I'll break it for *you*." Mellow and mild and refreshing as a summer breeze on the quarter-deck. Not only on that first fire-up, but on the thousands that have followed. Prince Albert is *my* idea of swell tobacco.

No matter how you take it . . . jimmy-pipe or roll-your-own . . . Prince Albert makes bedtime a nuisance. I mean, when you get going with this man's tobacco, you'll hate to turn off the radio, put up the window, and put out the light. Try Prince Albert—the world *can't* be wrong!

No other tobacco is like it

PRINCE ALBERT

—the national joy-smoke!

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NO MODIFICATION OF RULING ON DUTY-FREE CIGARS

IN ANSWER to the formal protest of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, which was presented to the Treasury Department by their special representative W. L. Crounse, of Washington, following a ruling by that department that a tourist returning from Cuba might bring into this country any amount of cigars up to the value of $100, Assistant Secretary Lowman has addressed the following letter to Mr. Crounse, in which it appears that the Treasury Department can do nothing to modify the ruling.

The letter reads as follows:

"I am in receipt of your letter of September 26, 1930, in which, on behalf of the Associated Cigar Manufacturers and Leaf Dealers, you protest against the recently promulgated instructions to customs officials which permits persons returning to the United States from Cuba and other foreign countries to bring in with them cigars in the value of $100 free of duty under Paragraph 1798 of the present Tariff Act.

"Paragraph 1798 of the Tariff Act of 1930 is a reenactment of Paragraph 1695 of the Tariff Act of 1922, and I am enclosing for your information a copy of the department's ruling, T. D. 43708, which embodies the instructions referred to in your letter. This decision was reached after a careful consideration of the question and the department is still of the opinion that it correctly construes the law. While the first part of Paragraph 1798 limits the kind of articles which a person arriving in this country may bring in free of duty—that is, a non-resident—there is no limitation as to the kind or character of articles which may be included within the $100 exemption allowed residents returning, the only limitation being that they shall be for 'personal or household use,' and it was to give effect to this provision that the department instructed collectors of customs to include within the $100 exemption articles, regardless of character, purchased or otherwise acquired by residents of the United States returning from abroad.

"Referring to the statement in your letter that Congress never intended that the $100 exemption should apply to cigars, as it has always jealously guarded the cigar tariff, both in the interest of the revenue and for the protection of the domestic industry, I think it pertinent to suggest that this view could be extended to various lines of imported merchandise subject to high rates of duty—for example, jewelry, laces and embroideries—which are ordinarily purchased abroad by residents of the United States.

"Referring also to the statement in your letter as to the thirty-day provision in the act, and under which provision you express the opinion that great quantities of cigars may be imported by a resident making twelve trips to Cuba and purchasing $100 worth of cigars on each trip, I have to advise you that there was no limit under former tariff acts as to the number of times a person could go to Canada, for example, and be entitled to the $100 exemption. As the department construes this thirty-day provision it is a limitation upon returning residents rather than the extension of a privilege. Under the former tariff act as construed by the department and by the Court it was incumbent upon returning residents to establish to the satisfaction of the collector that the goods were acquired as an incident to the visit abroad and, that fact being established, the exemption was allowed regardless of the number of visits. Under the present law as construed by the department the articles purchased or otherwise acquired must have been as an incident of the trip, but in no case will two exemptions be granted within a period of thirty days.

"The department recognizes that the granting of special privileges like the one under consideration necessarily affects domestic concerns, and this is especially true in regard to importations from Canada, Mexico and Cuba, but this question was given full and careful consideration by Congress when this act was pending, and in view of this, and as it must be conceded that cigars are for personal use, the department does not feel that it would be justified in excluding cigars from the articles entitled to be included in the $100 exemption."

STRAIGHT FROM THE SHOULDER

YOU don't see many wooden Indians in front of cigar stores any more, but you can still find 'em behind cigar counters."

Bill Smith was telling Phil M. Phulofax, D. B. I.,about a wooden Indian he had found out in Anytown, U. S. A., and Mr. Phulofax, who is a specialist in cigar retailing associated with Bayuk Cigars, Incorporated, had to admit that Mr. Smith had discovered lumber in its most discouraging form. Mr. Phulofax told the story as follows:

"Bill went into the store of Just Fair and Company, on the corner of Commerce and Cash Streets. It is a fine location and an attractive store, and the layout inside is just as inviting as the front. In other words, a swell spot for the casual trade.

"He stepped up to the counter and said to the dapper yong cub on the other side, 'I'd like a good "Panatela," if you have one.' Without saying a word, the clerk nonchalantly drew a box from the showcase. 'Is this a good cigar?' Bill asked, knowing darned well that it was a peach. 'Yeah,' the clerk said. It's a pretty good cigar. Ten cents straight.'

"Bill took one and laid down a quarter, which the clerk rang up with a resounding clang and gave him his change. 'How's business?' Bill asked. 'You have a nice place here.' 'Not so good,' the cub replied. 'Not so good. Too much competition.' "

At this point Mr. Phulofax paused in his recital to let out a snort.

"Sweet suffering silence!" he exploded. "Why in tarnation, when Bill put down that quarter, didn't that fellow say: 'We have a fine cigar of this same brand that sells two for a quarter. It's more smoke for the money and I'm sure you'll like it. Won't you try two of them?' He could have doubled his sale without any effort, and probably would have made a repeater out of a man who won't ever visit that store again.

"Of course, there are lots of retailers who suffer from too much competition. But it was plain poor salesmanship that was bearing down on this fellow."

CHURCH CONFERENCE BANS TOBACCO

At the general conference of the Evangelical Church, in session in Milwaukee last week, the conference adopted a resolution "to use our influence in wise and legitimate ways to discourage the use of tobacco in all its forms."

The conference also sent a message to President Hoover, reaffirming their faith in prohibition and promising its continued support of his law enforcement program.

OREGON TOBACCO BAN SEEMS DOOMED

SHOULD the amendment to the Oregon State Law be passed at the November election, tobacco, for which many Oregonians like Charles Lamb would "do anything but die," will be banned in that State.

However, there is little likelihood that a majority of Oregonians will vote in favor of banning tobacco, admits E. F. Atchley, secretary of the Anti-Cigarette League of Oregon, sponsors of the measure.

"We only want to discover which way the 'wind blows' in regard to smoking," Atchley declared. "We have little hope of seeing the amendment passed."

But assurance of at least 16,000 favorable votes was indicated by the petition to place the amendment on the ballot. Little trouble was experienced in obtaining the required number of signatures, Atchley said.

Oregon's proposed law is similar to Tennessee's, first State to create an anti-cigarette law.

The wording of the Tennessee law, repealed in 1921, has been nearly duplicated in the proposed Oregon code, which seeks even greater restraint on would-be smokers.

PHILADELPHIAN TO LEAD HENRY GEORGE ORCHESTRA

William Artzt, a native Philadelphian, will in the future conduct the popular Henry George Orchestra program broadcast every Tuesday night, 9 to 9:30 o'clock, over the Columbia Broadcasting System, and heard locally over station WCAU.

Mr. Artzt has had a very interesting career, he having been in Europe when the world war broke out, and he says that he played everything from opera to gypsy music with a cafe band before he was permitted to return home. Upon his return to the United States he became first violinist for the New York Philharmonic Symphony, and after several successful seasons with that organization he was invited to assist the Shuberts in the production of their musical comedies. He directed "Blossom Time," "The Student Prince," and several other popular productions.

Later he conducted the Park Lane Orchestra and the old Waldorf-Astoria popular Rose Room Orchestra, and following the closing of the hotel, Mr. Artzt and his orchestra have made a tour of the country, recently returning to New York, where he has been conducting orchestras for radio programs.

Mr. Artzt and his Henry George will be heard every Tuesday night in the program of minute dramas sponsored by the Consolidated Cigar Company.

UNITED STORES DIVIDEND

The United Stores Corporation declared a dividend of sixty-two and one-half cents a share on the preferred stock, payable December 15 to stockholders of record November 25. An initial dividend of the same amount was declared three months ago. The preferred stock is of no par value and is entitled to cumulative dividends at the rate of $6 annually.

AMERICAN COLORTYPE SALES

The American Colortype Company, which recently acquired the Moehle Lithographic Company, reports gross sales for the first nine months of the current year of $8,216,700. This compares with gross sales of $8,963,817 for the same period of the previous year.

PIPES SOLD MOSTLY THROUGH WHOLESALERS

By Edward R. Dewey,
Chief, Industrial Goods Section, Census of Distribution, United States Bureau of the Census.

TOBACCO pipes are sold principally through wholesalers and jobbers. Of the $5,468,000 worth of pipes sold last year, 83.4 per cent., or $4,562,000 worth went through the wholesale and jobbing channels, as against 16.6 per cent., or $906,000 worth, sold to retailers, including retail stores owned by the manufacturers.

No sales were made through manufacturers' agents, brokers, and commission houses, or through branch houses conducted as distinct wholesale merchandising establishments, or direct to the home consumer by any of the 22 establishments engaged primarily in pipe production.

This information was gathered by the Industrial Goods Section, Census of Distribution, through the Distribution of Sales inquiry inserted for the first time this year in the Census of Manufactures questionnaire. It is made public in a preliminary report which is subject to correction and revision.

According to the preliminary Census of Manufactures statistics, the production of tobacco pipes last year showed a decline of 25.1 per cent. as compared with the production of 1927. The total shipments or deliveries of tobacco pipes in 1929 by manufacturers in the United States were valued at $5,202,185, as against $6,946,576 reported for 1927, the last preceding Census of Manufactures year. Other figures on the industry in 1929 were also in keeping with those on production.

Of the $5,202,185 worth of pipes produced last year, briar pipes totaled $4,530,464 and corn-cob $556,031, while other pipes produced were valued at $115,690.

BLACKSTONE PROGRAM

The Blackstone cigar radio program, broadcast each Tuesday evening over the Columbia Broadcasting System, is rapidly becoming a favorite with the radio audience, and the November 4 program, 8 to 8:30 P. M., will be as follows:

Signature—"Spain."
"When the Red Red Robin Comes Bob Bob Bobbin' Along" (Woods),
Miss Sanderson and Mr. Crumit
"Just a Memory" (DeSylva, Brown & Henderson) .....Miss Sanderson
"Swanee" (Gershwin) .....Mr. Crumit
"Tango Amoroso" (Meshlin).....Orchestra
"Foolish Facts" .....Mr. Crumit
"Eatin My Heart Out for You" (Pollock),
Miss Sanderson and Mr. Crumit
Medley: "Moon, Moon, Moon"; "Oh Mister Moon"; "If the Man in the Moon Were a Coon"; "By the Light of the Silvery Moon"...Mr. Crumit
"In My Castle of Dreams" (Walker),
Miss Sanderson
"Cadix" (Valverde) .....Orchestra
"Out of Breath" (from "Garrick Gaieties"),
Miss Sanderson and Mr. Crumit
Signature—"Spain."

OLSTER PETITION FILED

An involuntary petition in bankruptcy has been filed against David L. Olster, cigar store, Juniper and Sansom Streets, before Judge Dickinson. Creditors listed are Adelphia Bank & Trust Company, $1250, and the Rubber Set Company, $119.

LOUISIANA PRODUCES 78,000,000 CIGARS

ACCORDING to a statement issued by the New Orleans Association of Commerce, seventeen factories, employing more than 2000 persons, are now turning out more than $6,000,000 worth of tobacco products. Seventy-eight million cigars were made in the Louisiana district last year, according to figures supplied by the Internal Revenue Department, and the association says that probably half of them were used in New Orleans and the rest distributed throughout all parts of the country.

"The filler for these cigars came from Cuba from plants subjected to three cuts," states the association. "From the bottom, second grade tobacco is taken, from the middle comes tobacco of the best aroma and sweetest flavor, and from the top, tobacco of lower quality. The leaves are dried in the shade, steamed and shipped in barrels to this country, the local factories paying a duty of 40 cents on every pound imported. For the wrappers and binders, high quality Connecticut shade-grown tobacco is used.

"Some of the New Orleans cigars are made by machine, especially those of lower quality, but by far the most are made by hand. A skilled operator can roll from 250 to more than 500 a day, depending upon the quality and size of the cigar. The local factories employ a multitude of both men and women, who are adept in this work and who make an average salary of $32 a week on a piece-work basis.

"In the matter of quantity, the five cent cigar is the best seller. The ten cent cigar and those selling at two for a quarter are the most popular among the higher grades.

"New Orleans also makes cigarettes; in fact, it has the only cigarette factory this side of Louisville. This factory is now making about 100,000,000 cigarettes a year from Kentucky Bright Burley Tobacco. They contain no artificial flavoring, and are sold under 'Kotton' and 'No Finer' brands packed twenty to the package. South American countries take nearly nine-tenths of them, some are smoked in Massachusetts, California and Kentucky, but, strangely enough, only an insignificant number are used in this city.

"Years ago, when cigarettes were made by hand, one operator generally made about 2500 in a day. They are now made by machines with a capacity of 40,000 an hour. Other machines label and pack them at the same rate an hour. Taking into consideration that 118,000,000,000 cigarettes were consumed in this country last year, other industries would have suffered a severe labor shortage if these cigarettes had to be made by hand. Speedy machines also turn out smoking and chewing tobacco at the rate of one package a second."

BAYUK CIGARS EARNINGS

Bayuk Cigars, Inc., reports net income of $144,871, after depreciation and Federal taxes in the September quarter, as compared with $335,598 for the same period of 1929. For the first nine months of 1930, net income totaled $452,538, as compared with $891,477 for the same period of 1929.

PHILIP MORRIS & COMPANY INCOME

Philip Morris & Company, Ltd., reports net profits for the six months ended September 30, of $195,396 after charges, but before Federal taxes. This compares with net income of $263,339 for the same period of last year.

PRICE MAINTENANCE AND WAGES RELATED

THERE is a relationship between retail price and factory wages, indeed, one can imagine enlightened trades unionists putting the maintenance of retail prices in their program as a desirable object. To take an example—not from the tobacco trade—there are some small home industries which are really "sweated." That is, articles are produced which are home-made and quite good. But there may be no proper organization to put them on the market at a price which will pay for material and labor and leave anything near to a "living wage."

When these things are produced in a factory and are turned out under a brand name with a fixed retail price, that price is arranged to meet factory overhead expenses, to pay standard rate of wages, and to remunerate the distributor for his services. The public in paying the price gets sound value, because, where there is no monopoly, competition sees to that.

But the public also have the satisfaction of knowing that they are taking part in a fair deal all around. Price-cutting is a retrograde process. It tends to break up an economic arrangement which is for social welfare. It is hence bad citizenship.

If price cutting were carried to its logical conclusion, it would mean, inferior goods, and lower wages. This is social disservice, both to the customer who consumes the goods and to the workpeople who produce them. (*Tobacco,* London.)

ROBERT BURNS PROGRAM TO FEATURE NOTRE DAME COLLEGE SONGS

The Robert Burns Panatela radio program, broadcast every Monday night, 10 to 10:30 o'clock, over the Columbia Broadcasting System, and heard locally over station WCAU, will feature songs of Notre Dame College, sung by the male quartet, on Monday evening, November 3.

This program is sponsored by the General Cigar Company, featuring Guy Lombardo and his Royal Canadians, and the November 3 program is as follows:

1. "Telling It to the Daisies".....Orchestra
2. "What's the Use?".....Orchestra
3. To be selected—"The Lady in the Smoke"
4. "A Shady Tree".....Orchestra
5. To be selected—(A new hit)
6. Notre Dame College Songs,
   Robert Burns Quartet
7. Kashmiri Song.....Orchestra
8. "Makin' Time With You".....Orchestra

HINTS FOR THE SUCCESSFUL RETAILER

Those who can answer these questions in the affirmative can depend on it that they are on the road to success:

Do you suggest other purchases in addition to the merchandise requested?

Do you know the names of all of your regular customers?

Do you call them by name?

Are you always pleasant?

Do you take the trouble to look up something special for them?

Are you a booster for your store?

Are you quick to adopt new ideas in selling?

Are you neat and courteous at all times?

Do you keep your counters clean and stock well arranged?

Do you read the instruction books, literature and trade magazines on your particular merchandise?

TOBACCO CROP REPORT SHOWS INCREASE

ACCORDING to a report of the Pennsylvania Federal-State Crop Reporting Service, there was a general improvement in the Pennsylvania tobacco crop since September 1. The late crop was greatly improved by rains and is reported thick in the leaf.

The October 1st estimate of the Pennsylvania crop is 40,898,000 pounds as compared with an estimated crop of 37,905,000 on September 1st, and a five-year average of 50,856,000 pounds.

The most significant increases in United States prospects are shown in North Carolina, Kentucky and Ohio. In North Carolina adequate rainfall during the early growing season was followed by an unusual drought later on, resulting in a crop of heavy body. In states along the Ohio River late showers caused an unexpected amount of late growth. Flue-cured tobacco is estimated at 800,142,000 pounds, compared with 772,744,000 pounds on September 1st, and 750,729,000 pounds a year ago. Burley is estimated at 289,596,000 pounds compared with 264,807,000 pounds on September 1st, and 334,619,000 pounds a year ago. Fire-cured, dark air-cured, and most cigar types also show some increase.

The Georgia Department of Agriculture is making a canvass of Georgia tobacco growers to ascertain their willingness to go into an association that will contract for producing tobacco at a stipulated price, and limit the production to so many pounds. This action is part of a proposal that the farmers of the tobacco sections of Georgia, Alabama, Tennessee, Kentucky, North and South Carolina, and Virginia, organize to contract with manufacturers for the amount of tobacco they want.

State	*Oct. 1 1930 forecast 1,000 lbs.*	*Sept. 1 1930 forecast 1,000 lbs.*
Massachusetts	9,672	9,672
Connecticut	31,496	30,480
New York	789	780
Pennsylvania	40,898	37,905
Ohio	46,989	38,691
Indiana	12,060	10,050
Wisconsin	46,000	46,000
Minnesota	1,650	1,650
Missouri	4,550	4,420
Maryland	18,000	18,000
Virginia	92,274	91,000
West Virginia	6,664	5,880
North Carolina	539,095	511,550
South Carolina	94,430	94,430
Georgia	104,786	104,824
Florida	11,008	10,824
Kentucky	321,850	293,500
Tennessee	114,109	110,831
Louisiana	460	460
United States	1,496,780	1,420,947

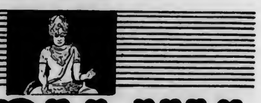
CONGRESS CIGAR EARNINGS

The Congress Cigar Company reports net income for the September quarter of $464,000, or $1.32 a share on 350,000 shares, after charges and Federal taxes. This compares with $804,620, or $2.30 a share for the same period of 1929.

For the nine months of 1930, profits were $1,119,959, or $3.19 a share, against $2,079,327, or $5.94 a share in the first nine months of 1929.

MURIEL CIGAR

2 for 25¢ Size
Cellophane wrapped
NOW 10¢



LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

"BEST OF THE BEST"
OPTIMO CIGARS
VERY MILD VERY MILD
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

News from Congress

(Continued from page 8)

as indicated by the fact that business amounting to about $51,000,000 was reported by 1835 American concerns last year as having been secured through the department's assistance.

"Work of the bureau in the past has been devoted chiefly to the development of our foreign trade," he said. "At the same time we have come to realize that the distribution of our products at home can be vastly improved. There has been a growing demand on the bureau to give more attention to domestic commerce, and our activities in this direction are expanding rapidly.

"The bureau has elected to attack waste in distribution, by the collection and dissemination of facts that will disclose wasteful practices and point the way to correction."

Debt Reduction May Be Curtailed

Drastic cuts in the amount by which the public debt is reduced during the current fiscal year, which ends June 30, next, are anticipated as a means of enabling the administration to satisfy its desire to continue the one per cent. income tax reduction which was applied to income of 1929.

By no other means, it is feared, can the country be saved from a return to the rates in effect for 1928 income, a step which the administration is reluctant to take because of the depression which has existed for the better part of the past year.

The reduction in debt this year will be the lowest since 1920, in all likelihood, probably running around $445,000,000. The average for the past few years has been over $800,000,000, while on at least one occasion the annual reduction went over $1,000,000,000 because of a tremendous surplus.

This year it is expected there will be little or no surplus available for debt reduction. Also the $184,000,000 due from foreign debtors for interest on war obligations probably will be used for current expenses instead of debt reduction, as in the past. The present public debt is approximately $16,000,000,000.

Tariff Questions Being Settled Quickly

Disposition of a large volume of litigation involving tariff questions during the fiscal year ended June 30, last, is shown by a report just submitted to the Department of Justice by the Assistant Attorney General at New York.

The United States Court of Customs and Patent Appeals disposed of 121 cases during the fiscal year, and had sixty-two pending at the close of the year. In the United States Customs Court, 61,750 cases involving protests by importers and others were decided. Including reappraisements, applications for review, etc., there were decided during the year a total of 71,365 cases.

There were also disposed of two appeals involving protests by American manufacturers, both of which were decided in their favor, the report shows.

SURVEY SHOWS BIGGEST IMPROVEMENT OF ANY RECENT MONTH

MORE improvement than in any recent month is reflected in the October trade survey of *Credit Monthly*, publication of the National Association of Credit Men. The improvement applies to both sales and collections of wholesale and manufacturing firms in the 100 cities covered.

Seven cities reported sales brisk, sixty-six reported them fair and twenty-seven slow. Two cities moved from the "fair" column to "good" during the month, and twelve shifted from the "slow" classification to "fair."

The cities reporting brisk sales were Milwaukee, Wis., Tampa, Fla., Austin, Tex., and Des Moines, Ottumwa, Cedar Rapids and Waterloo, Iowa.

Three cities reported collections good, whereas only one city reported good collections a month ago. These cities were Cedar Rapids, Ia., Austin, Tex., and Huntington, W. Va. Sixty-four other cities reported collections fair, while thirty-three reported them slow. Fifteen cities reported an improvement in collections during the month, moving from the "slow" column to "fair."

THE 1930 VUELTA ABAJO CROP

According to figures released by the Comision Nacional de Propaganda y Defensa del Tabacco Habano, and submitted to the Tobacco Division of the Department of Commerce, at Washington, by Commercial Attache Albert F. Nufer, the 1930 Vuelta Abajo tobacco crop totaled 186,216 bales, or 22,296,430 pounds.

The following table shows detailed figures released by the above-mentioned commission:

Vuelta Abajo Subzones	*Wrapper*	*Pounds Filler*
Costa Norte	.....	3,152,400
Lomas	.....	3,233,400
Llano	448,690	12,496,800
Remates	95,700	2,480,160
Sur	.....	389,280
Total	544,390	21,752,040

DR. REISMAN ADVISES CIGARS

Dr. David Reisman, professor of clinical medicine at the University of Pennsylvania, said at the closing session of the Clinical Congress of Physicians, in New Haven, Conn., on October 2, that the ceaseless striving by many Americans for wealth has resulted in widespread prevalence of high blood-pressure, and maintained that we have paid too dearly for our material success, and that we have "more or less" lost the art of living.

Dr. Reisman stated that a pipe or cigar, when smoked occasionally, were excellent sedatives for persons suffering from high blood-pressure. Such persons, he said, should abstain from alcohol, and obtain work to fit their mental and physical constitution.

MORROW ON PRINCE & WHITELY BOARD

Following the receivership of the brokerage firm of Prince & Whitely, complete reorganization of Prince & Whitely Trading Corporation, involving replacement of the entire directorate, was announced last week.

The new board includes George K. Morrow, chairman of the Gold Dust Corporation and president of the United Cigar Stores Company.

CIGAR PRODUCTION OFF IN SEPTEMBER

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of September, 1930, and are issued by the Bureau. (Figures for September, 1930, are subject to revision until published in the annual report):

Products	*Sept., 1929*	*Sept., 1930*
Cigars (large):		
Class A.....No.	329,422,555	326,939,555
Class B.....No.	50,441,410	35,262,457
Class C.....No.	197,920,000	151,197,090
Class D.....No.	12,371,106	9,261,319
Class E.....No.	1,583,309	1,312,639
Total.....	591,738,380	523,973,060
Cigars (small).....No.	37,977,000	35,854,493
Cigarettes (large)....No.	871,975	549,900
Cigarettes (small)....No.	10,350,543,893	10,190,030,560
Snuff, manufactured..lbs.	3,454,399	3,230,222
Tobacco, manufact'd..lbs.	28,805,259	28,936,026

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of September:

Products	*Sept., 1929*	*Sept., 1930*
Cigars (large):		
Class A.....No.	10,978,750	12,786,450
Class B.....No.	103,000	481,000
Class C.....No.	898,460	1,444,400
Class D.....No.	12,000	3,500
Total.....	11,992,210	14,715,350
Cigars (small).....No.	1,000,000	.....
Cigarettes (large)....No.	500,800	400,000
Cigarettes (small)....No.	105,000	2,010,000

Tax-paid products from the Philippine Islands for the month of September:

Products	*Sept., 1929*	*Sept., 1930*
Cigars (large):		
Class A.....No.	17,119,435	15,911,700
Class B.....No.	234,963	165,823
Class C.....No.	49,004	72,676
Class D.....No.	151	.....
Class E.....No.	14,870	8,730
Total.....	17,418,423	16,158,929
Cigarettes (small)....No.	503,660	238,080
Tobacco, manufact'd..lbs.	174	115

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the September Statement of Internal Revenue Collections

Objects of Taxation	*First three months Fiscal year 1930*	*1931*
Tobacco manufactures:		
Cigars	$6,043,758.62	$5,065,171.17
Cigarettes	96,036,941.17	97,894,061.38
Snuff	1,739,251.89	1,696,972.52
Tobacco, chewing and smoking	16,160,228.48	15,316,273.38

Jewell Seaman, tray girl, Keystone Athletic Club, Pittsburgh

Cecil Stevens, tray girl, Hotel Roosevelt, New York

Mickey Hessen, tray girl, Hotel Lowry, St. Paul

BLACKSTONES
are the cigars that cigar girls recommend

IN the famous clubs and hotels the country over you'll find cigar girls recommending Blackstones. These girls have discovered that Blackstones' extreme mildness and unmistakable flavor of quality have made them a favorite with men who want the best.

Blackstones are wrapped in Cellophane. They are widely advertised in newspapers and on the radio. They're on the way to even bigger sales!

TUNE IN, *Hear the Blackstone Plantation Hour every Tuesday at 8 p. m., Eastern Standard Time, over the Columbia Broadcasting System.*

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. .....President
CHARLES J. EISENLOHR, Philadelphia, Pa. .....Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. .....Vice-President
WILLIAM BEST, New York, N. Y. .....Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. .....Vice-President
GEORGE H. HUMMELL, New York, N. Y. .....Vice-President
H. H. SHELTON, Washington, D. C. .....Vice-President
WILLIAM T. REED, Richmond, Va. .....Vice-President
HARVEY L. HIRST, Philadelphia, Pa. .....Vice-President
ASA LEMLEIN, New York, N. Y. .....Treasurer
CHARLES DUSHKIND, New York, N. Y. .....Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio .....President
CHAS. B. WITTROCK, Cincinnati, Ohio .....Vice-President
GEO. S. ENGEL, Covington, Ky. .....Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio .....Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City .....President
MILTON RANCK, Lancaster, Pa. .....Vice-President
LEE SAMUELS, New York City .....Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. .....President
CHARLES D. COLEMAN, Chicago, Ill. .....Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. .....Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN .....President
SAMUEL WASSERMAN .....Vice-President

HAVANAS, THE CHEAPEST LUXURY

ROBERT MIDDLEMAS, prominent importer of Havana cigars in London, England, has written the following letter to the *Cigar and Tobacco World*, London, England, which, while the first paragraph may contain news which will be a complete surprise to the trade in this country, the balance of the letter contains a good thought.

"A few weeks ago prominent American business men attended the funeral at sea, off the Virginian Coast, of Mr. Business Depression, Mrs. Pessimism, and Miss Fortune.

"We Havana cigar importers must try to bury Mr. Cant Affordem, Master Cant Smokem, and even, perhaps, Miss Never Triedem. Sometimes we feel inclined to also consign to the deep Messrs. Wills, Players, and Baron, but we act by the motto of 'Live and let live.'

"They say the old smoker of cigars is dying out and the young men won't or can't smoke cigars. 'They,' said the same thing when I entered the cigar trade nearly forty years ago. When the young man gets more age (and sense) he will smoke cigars like his forefathers did.

"Cigarettes and pipe tobaccos have their own proper spheres and virtues. They are tobacco (or mostly so). But after a refined repast, surely a *man* should be behind a good cigar.

"Too dear: Nonsense! Take a dinner for two, a bottle of fizz 25s., or ten bob for a bottle of still wine. Compare this with two topping Havanas at 2s. 6d. each. Where is the dearness? Also, in a shop, a genuine palatable Havana for 9d. or 10d.

" 'Havanas, the Cheapest Luxury,' should be our maxim, and a true one at that.

"But men (and women) will always smoke. If we importers bring over the fine goods (and we are getting them right now), and the retailer puts them well before the present and potential smoker, I look for an increased, and not a diminished consumption.

"Please allow me, through your columns, to thank the many friends (whom I have not yet had an opportunity to see) who asked after me during my enforced holiday of six weeks in Wimpole Street. Operations are not so bad after all, and I am again quite fit—golfing (as badly as ever), and running racehorses (which never win). I may even try the 100 yards sprint at your next Tobacco Sports."

"LUCKY STRIKES" CONTINUE INCREASE

In spite of the fact that total cigarette production for the month of September shows a decrease of 160,513,333 cigarettes as compared with the same month of 1929, the American Tobacco Company announced last week that their sales of "Lucky Strike" cigarettes for the month of September showed a gain of 655,425,000.

This fact should bring home to the minds of those in doubt that the "old saw," "It pays to advertise," still holds good.

For the first nine months of 1930, "Lucky Strike" sales increased 4,642,611,000, while total cigarette production for the same period shows an increase of only 1,517,324,360.

MAX NEWMAN HAS GOOD TRIP

Max Newman, representative of the Hava Tampa Cigar Company, reports a large increase in the Hava Tampa line. Mr. Newman just returned from an extensive trip up state and has added seven new jobbers for their line. The Hava Tampa "Auto" is having large demands in hotels and country clubs.

HUGE EXPENDITURES INDICATES INDUSTRY ON ITS TOES FOR MORE BUSINESS.

CIGAR, cigarette and tobacco advertisers spent $7,116,551 in national magazines, national farm magazines and for radio broadcasting during the first ten months of 1930, as against $5,667,968 during the same period of 1929. This increase of $1,448,583 represents a gain of 25.5 per cent. for the ten months of 1930 over the same months of 1929, according to the business survey department of Dorrance, Sullivan & Company, New York advertising agents.

The accumulative total for the ten-month period of 1930 in national magazines was $5,400,000, as against $4,527,467 during the same period in 1929, a gain of 19 per cent. The accumulative total for cigar, cigarette and tobacco advertising in national farm magazines for the ten-month period of 1930 was $246,475, as against $200,559 during the same period in 1929, or a gain of approximately 22 per cent. The accumulative total for radio broadcast advertising for the nine-month period of 1930 was $1,470,076, compared with $939,942 for the nine-month period of 1929, a gain of approximately 57 per cent.

Cigar, cigarette and tobacco advertising in October, 1930, national magazines, national farm magazines and for radio broadcasting amounted to $827,497, compared with $563,328 in October, 1929, a gain of approximately 46 per cent.

In October, 1930, national magazines, cigar, cigarette and tobacco advertising amounted to $631,055, as against $456,505 in October, 1929, a gain of 38 per cent.

National farm magazine cigar, cigarette and tobacco advertising in October, 1930, was $32,350, a gain of $20,258 over the October, 1929, total of $12,092, a gain of 106 per cent.

Radio broadcast advertising in September, 1930, amounted to $164,092, as compared with $94,731 during September, 1929, a gain of 73 per cent.

ART METAL OMITS DIVIDEND

The directors of the Art Metal Works, Incorporated, Newark, N. J., manufacturers of pocket lighters, etc., have omitted the quarterly dividend due at this time. Three months ago the dividend was reduced from seventy-five cents to twenty-five cents.

SUCCESS IN REFERENDUM CAMPAIGNS

(Continued from Page 3

(1) A *full* page advertisement in *all* Oregon daily newspapers, to be followed next Monday by a *half* page.

(2) A *full* page advertisement in *all* the New Mexico papers, both *dailies* and *weeklies*, to be followed by a *half* page.

(3) In New Mexico the same advertisements translated into Spanish will also appear in all the Spanish papers in the State.

It is to be noted that advertisements will not be inserted in Michigan papers because the situation in that State does not seem to warrant such course.

TOBACCO MERCHANTS' ASSOCIATION OF THE U. S.

COATESVILLE JOBBER FOR "HAVA TAMPA"

Chadwick A. Peyser, formerly connected with I. Goldberg & Co., Coatesville, Pa., for twelve years, is conducting a cigar jobbing business in Coatesville and is exclusive distributor in Chester County for "King Edward" and "Habanello" cigars. He has also added the Hava Tampa line. Mr. Peyser is a hustler and a hard worker and is sure to be successful.

KOHN HEADS HARTMAN COMPANY

AT a meeting of the board of directors of the Hartman Tobacco Company, held at Hartford, Conn., last week, Jerome H. Kohn, former vice-president, was elected president of the company, following the resignation of Emanuel M. Hartman, who has been president of the company since its organization in 1928. Mr. Hartman tendered his resignation on the advice of his physician that he would place his health in jeopardy by his continuance as active head of the company. Mr. Hartman will, however, keep in close touch with all activities of the company.

Arthur W. Gregory, of the firm of Stevenson, Gregory & Company, investment brokers, was elected a director to succeed H. Terry Morrison, who has moved to New York, and therefore tendered his resignation as a director of the company.

The Hartman Tobacco Company was formed in February, 1928, by a merger of the firms of A. & S. Hartman; Steane, Hartman & Company, and Sol. Kohn, Incorporated.

The company is the largest packer of Broadleaf and Havana Seed tobacco in the Connecticut Valley, and has its own plantations in Windsor, Hazardville, Buckland, South Windsor, East Granby and West Suffield.

MORROW SEEKS CONTROL OF WARD BAKING

George K. Morrow, chairman of the board of the United Cigar Stores Company, as well as of the Gold Dust Corporation, has sent a letter to stockholders of the Ward Baking Corporation asking for proxies for a special meeting that the Morrow group is seeking to arrange.

The letter requests that a committee, consisting of Charles Hayden, of Hayden, Stone & Company; Thomas H. McInnerney, president of the National Dairy Products Corporation, and Edgar Palmer, chairman of the board of the New Jersey Zinc Company, be designated as representatives of the stockholders at the special meeting.

It is declared that the Morrow group intends to elect at the special meeting a new board of directors, which will include Mr. Morrow, Mr. Hayden, Mr. McInnerney, Mr. Palmer, Ralph Catlin, president of the Gold Dust Corporation; Wilbur L. Cummings, of Sullivan & Cromwell; R. W. Jameson, vice-president, and Frederick K. Morrow, president, of the United Cigar Stores Company.

NEW YORK ASSOCIATION CHANGES NAME

The recently organized Cigar and Confectionery Retailers' Association of Greater New York has announced through its president, Sol Hirschhorn, that the name of the association has been changed to Associated Retailers, Incorporated, and that the association is making very definite progress in the matter of eliminating price-cutting.

Negotiations have been completed with the manufacturers of the "Natural Bloom" cigar whereby special sizes of "Natural Bloom" will be manufactured exclusively for members of the association, and they can, therefore, be assured that the retail price will not be cut. The special sizes will retail at two for a quarter, fifteen cents, and three for a half.

Mr. Hirschhorn states that the troubles of the retailer in regard to price-cutting have often been analyzed, but that his association has been the only one to find a constructive answer and to make definite progress toward the solution.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—TWO BALES CONNECTICUT SHADE TOBACCO—small leaf; Two Universal Bunching Machines; Strickler Scrap and Stem Cleaning Machine; Presses; Molds; Small Tools. Address Box 475, Dothan, Ala.

WANTED

DISTRIBUTOR DESIRES JOB LOTS OF CIGARS IN ALL CLASSES. No amount too large. Cash proposition. Address, Distributor, Box No. 550, "The Tobacco World."

BUSINESS OPPORTUNITIES.

REPRESENTATIVE SALESMAN COVERING PHILADELPHIA and surrounding territory, successfully selling reliable retail merchants, desires additional lines with reliable manufacturers; unquestionable references; commission basis. Address E. S. Gerson, 945 N. 67th St., Philadelphia, Pa.

TOBACCO WAREHOUSE, NORTH CAROLINA. NETTING Splendid Income. Location valuable for other purposes also. Centrally located. Ample space. Priced to sell $63,500. National Brokerage Company, Omaha, Nebraska.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

DIAMOND MATCH PLAN OPERATIVE

Stockholders of the Diamond Match Company have been notified that sufficient stock has been deposited to make the plan for reincorporation and recapitalization operative and it is now in effect.

For the accommodation of those who have not yet taken advantage of the offer, the time limit for deposits of stock has been extended to include November 10.

Charles M. Walton, Jr., has been appointed a member of the reorganization committee to succeed the late William R. Begg.

SMITH COLLEGE GIRLS MAY SMOKE

The young women attending Smith College may henceforth smoke in campus houses during the half-hour periods immediately following lunch and dinner. This decision was taken after balloting by house groups, some of which made the rule tentative, and will take a second vote in a few weeks.

Girls entertaining guests will be permitted to smoke in a room set aside by the head of the house outside of regular smoking hours. Two of the dormitories plan attractive smoking rooms.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MAINS'L:—45,801. For all tobacco products. September 13, 1930. Abercrombie & Fitch, New York, N. Y.

NIVLAC:—45,802. For cigars, cigarettes and tobacco. August 20, 1930. R. C. McNab, Tampa, Fla.

PETROFF:—45,803. For all tobacco products. October 7, 1930. Batt Brothers, New York, N. Y.

LANSDOWNE:—45,804. For segars, cigarettes and tobacco. September 10, 1930. Thomas J. Daly, Lansdowne, Pa.

HAVE A COUPLE:—45,805. For all tobacco products. October 16, 1930. Bobrow Bros., Inc., Philadelphia, Pa.

MINIATURE GOLF:—45,806. For cigars, cheroots, cigarettes and tobacco. October 14, 1930. Sherman Cigar Co., York, Pa.

REAL McCOY:—45,807. For pipes, cigar and cigarette holders and tobacco. October 17, 1930. A. Oppenheimer & Co., Inc., New York, N. Y.

CIGARETTES OFF 2.09 PER CENT.

ACCORDING to the *Wall Street Journal*, in August, for the first time this year, the production of cigarettes, in addition to being below the output for the corresponding month was under that for August, 1928. Declines from both years, however, were comparatively small. The 10,577,437,606 cigarettes produced in August this year were 353,191,284 fewer than the 10,930,628,890 cigarettes produced in August, 1929, but the decline from August, 1928, was less than 50,000,000 cigarettes.

The decline in August production this year from a year ago mounted to 3.22 per cent. The August drop followed an increase in production in July this year of 1,134,437,273 over production in July, 1929, the largest gain of any month this year.

Reversal of Trend

Reversal of the upward trend in cigarette production, which began in June, left an increase in cigarette production for the year to date of 1,677,837,693 cigarettes. For the first eight months of the year the total production of cigarettes was 81,861,442,261, an increase of 2.09 per cent. over the 80,183,604,568 cigarettes produced in August, 1929. This increase is decidedly subnormal.

Cigarette production for the first eight months last year showed an increase of 9,366,635,310 cigarettes or 13.23 per cent. over the output in the first eight months of 1928, while output in the first eight months of 1928 showed a gain of 6,151,050,592 or 9.51 per cent. over that of the first eight months of 1927.

The last-named year, in turn, had an increase of 5,102,461,373 cigarettes, or 8.57 per cent., over production in the first eight months of 1926. Over the last five years cigarette production in the first eight months has shown an average increase of 6,546,839,014.

August a Poor Month

All forms of tobacco manufacture showed declines last August, the first month this year in which no increases in output were recorded. Cigar output continued its downward trend in August, and the pace of the decline was accelerated. Production of all classes of cigars, during the month, amounted to 517,199,767, compared with 598,582,720, in August, 1929.

That was a decline of 13.60 per cent., whereas the July decline in cigar production was 9.58 per cent. and June production was down only 6.67 per cent. May output was 8.50 less than that in May last year. August production this year was the lowest for any month since April, when only 469,968,598 cigars were turned out by domestic manufacturers.

Cigar Output Low

Cigar production for the first eight months was 3,863,535,384, a decline of 8.54 per cent. from the 4,224,432,785 cigars produced in the first eight months of 1929, and comparing with 4,091,641,984 cigars in the first eight months of 1928.

The following table compares the manufacture of tobacco in various forms for August, and the first eight months of the year:

	1930	*1929*
Cigarettes	10,577,437,606	10,930,628,890
Cigars	517,199,767	598,582,720
Mfd. tobacco (lbs.)	28,118,432	31,131,893
Snuff (lbs.)	3,251,614	31,338,156
Eight months:		
Cigarettes	81,861,442,261	80,183,604,548
Cigars	3,863,535,384	4,224,432,785
Mfd. tobacco (lbs.)	224,926,770	232,364,098
Snuff (lbs.)	26,967,835	26,369,768

Tobacco Down, Too

The output of manufactured tobacco continued to decline, amounting to only 28,118,432 pounds in August, a drop of 9.68 per cent. from the 31,131,893 pounds produced in August a year ago. Production, for the first eight months, totaled 224,926,770, a drop of 2.65 per cent. from production of 231,056,304 pounds in the first eight months of 1929.

Snuff production also dropped from a year ago, amounting to 3,251,614, or 2.60 per cent. less than the 3,338,156 pounds produced in August, 1929. However, the increases in production in earlier months were sufficient to leave snuff output, for the eight months, ahead of the corresponding period of a year ago, but still behind production in the first eight months of 1928, the record year.

VATICAN STATE MONOPOLIES

The establishment of salt and tobacco monopolies was affected by the Government of the Vatican State on June 4, 1930, with a consequent increase in the prices of these two commodities. Previously the inhabitants of this small State had imported salt and tobacco from the Italian factories almost at cost. The advanced prices, however, are still considerably less than those in effect in Italy, the Vatican State's profit on tobacco ranging from 50 to 70 per cent. as compared with the 200 to 300 per cent. realized by the Italian Government. Sales of these commodities will be made only to residents in the Vatican City and to persons who because of their vacations spend most of their time within the limits of the territory. Exportation of these products from the State is prohibited except by special permission and all salt and tobacco imported into the State for private use is subject to the monopoly tax.—American Vice Consul Donald C. Wilcox.

VADSCO SALES CORPORATION DIVIDEND PASSED

Directors of Vadsco Sales Corporation last week took no action on quarterly dividend of $1.75 due on the preferred stock at this time.

LIBRARY RECEIVED NOV 17 1930
U. S. Department of Agriculture

NOVEMBER 15, 1930

VOLUME 50 No. 22

THE TOBACCO WORLD

MURIEL CIGAR

2 for 25¢ Size
Cellophane wrapped
NOW 10¢

BLACKSTONES *are a favorite— cigar girls find*

Joan Miller
Hotel Traymore
Atlantic City

Catherine Menger
Lord Baltimore
Hotel, Baltimore

Ruth Gregory
Edgewater Beach
Hotel, Chicago

In the famous clubs and hotels of the country, cigar girls say that Blackstones are a fast-growing favorite. Here are pictures of some of the girls who know the cigar tastes of the country's successful men. And Blackstones, they say, have won many new friends.

Blackstones come wrapped in Cellophane. They are widely advertised on the radio and in newspapers. Sales are steadily increasing! Everything points to another big year for these famous extremely mild cigars.

TUNE IN *the Blackstone Plantation Hour every Tuesday at 8 p. m., E. S. T., over the Columbia Broadcasting System.*

BLACKSTONE CIGARS
Waitt & Bond, Inc., Newark, N. J.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

In Cigars You Are Selling

Size, Shape, Color and Fragrance.

These features play an important part in the sale of every cigar.

There is no better way to attract smokers who are particular about these points than to keep your cigars fully in view, for approval and comparison.

Let your customers see the sales points of your brands (size, shape and color) at a glance, by packing your cigars in Wooden Boxes, which will at the same time preserve the natural freshness and fragrance that nature gave to the tobacco leaf.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 22

Established 1881

TOBACCO WORLD CORPORATION

Publishers

Hobart Bishop Hankins, President and Treasurer

Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, NOVEMBER 15, 1930 — Foreign $3.50

AMERICAN LITHOGRAPHING LABEL DEPARTMENT SOLD

ANNOUNCEMENT was made last week by the Consolidated Lithographing Corporation, that they had purchased the cigar label and band departments of the American Lithographic Company, including the manufacturing plant, merchandise and good will of these departments.

The Consolidated Lithographic Corporation assures their customers that the additional facilities will insure a steady source of supply to them, and the maintenance of the two plants, with the increased personnel due to the addition of most of the organization of the Cigar Label and Cigar Band Department of the American Lithographic Company, Incorporated, will insure the high standard of service and preserve the pleasant relations heretofore existing.

It was also announced that William Ottman, vice-president of the United States Printing and Lithograph Company, has been made a vice-president and a director of the Consolidated Lithographing Corporation.

Present officers of the Consolidated now are: Jacob A. Voice, president; Oscar Heyman, vice-president and treasurer; William Ottman, vice-president, and Sidney P. Voice, secretary.

The board of directors includes the above-mentioned officers and Frederick K. Heyman, Howard G. Keogh and Paul Christian. Messrs. Keogh and Christian are vice-presidents of the Chatham Phoenix Allied Corporation.

DEISEL-WEMMER BUYS "EMERSON"

It was announced last week that the Deisel-Wemmer-Gilbert Corporation had purchased the business of the Frank P. Lewis Cigar Company, of Peoria, Illinois. The principal brand of the Lewis Company is the "Emerson" cigar, a high quality Java wrapped cigar.

Mr. Epstein, former head of the Lewis Company, and who acquired control of that company about five years ago when he purchased the interest of Morton Miller, who had been associated with him in the Lewis Company, will retire from the cigar field and devote his entire time to the Humitube Manufacturing Company, which he founded a short time ago, and which company has been meeting with tremendous success.

INTERNATIONAL MACHINE COMPANY MOVES

The International Cigar Machinery Company has announced that the main office of the company has been moved to 190 Baldwin Avenue, Jersey City, N. J., and that all communications should be directed to the new address.

TOBACCO REFERENDUMS KILLED.

THE INCOMPLETE returns thus far received on November 7th show 314,000 against the cigarette tax to 133,000 for it in the State of Michigan.

According to the calculations based upon these figures, it is estimated that the complete count will show about 400,000 votes against the tax to about 175,000 votes for the tax.

This record exceeds all our expectations, particularly so, in view of the fact that, only about two months ago when the writer visited Detroit, he found no organization, and, with the exception of one or two instances, the trade leaders whom he interviewed had even forgotten that there was such a tax measure pending.

Then, too, some of the trade leaders, discouraged by the fact that the automobile industry, supported by the largest automobile club in the country and by thousands of taxicab drivers and farmers, failed in its efforts to kill the gasoline tax, were quite firm in their opinion that it would be a hopeless task to endeavor to defeat the cigarette tax.

It is to be noted, too, that this tremendous vote against the tax has been brought out without any newspaper advertising, and only as a result of activities on the part of the trade.

Oregon.—At this writing, the count, which is only about three-fourths completed, shows 139,000 votes against the cigarette prohibition amendment to 49,000 for the amendment. The full count will probably register about 175,000 votes to 62,000.

While it was, of course, to be expected that this anti-tobacco amendment would be overwhelmingly voted down, the very over-confidence of the people, coupled with a complicated ballot of approximately 588 square inches in size, upon which there appeared not less than thirteen referendum questions, made the situation dangerous. Indeed, this was the usual case of an organized minority against a disorganized majority.

However, the result speaks for itself. This overwhelming condemnation of anti-tobacco legislation by the first popular vote ever taken on this question, cannot but have a nation-wide and far-reaching effect upon any renewed activities on the part of anti-tobacco agitators.

This vote is particularly significant for the reason that the reform element in Oregon must have a powerful organization, as may be judged from the fact that Oregon went dry in 1914, four years before the adoption of the eighteenth amendment.

New Mexico.—The returns of the count on other than candidates for offices are coming in very slowly, and it may take four or five days before the final re-

(Continued on Page 17)

A TRIP THROUGH THE BAYUK FACTORY

ON MONDAY we had the pleasure of a trip through the wonderful Bayuk cigar factory, located at Ninth Street and Columbia Avenue, where those good Bayuk cigars are manufactured from "Ripe Tobacco" and, needless to say, it was an interesting trip.

Our tour began in the sub-basement where are located three huge oil burning boilers which heat the eight-story building. The next floor houses the huge Carrier equipment which controls the humidity and temperature in the various departments throughout the building. Here every particle of air which enters the building is thoroughly washed so that it is entirely free from dust before being circulated through the building. There is also a huge de-humidifying machine which is used during the summer months to cool the air, and which has a capacity equivalent to 100 tons of ice per day and insures pleasant working conditions during the hot weather.

Next we were shown the receiving room, where, from Bayuk's private railroad siding, carloads of tobacco are unloaded by gravity, weighed and piled away in a very few minutes. Next came the casing department where the dry leaf tobacco is moistened and then placed in the curing rooms where the temperature is maintained at well over one hundred degrees and a suitable humidity is also maintained until the tobacco is properly cured. The tobacco is then placed on frames and automatically conveyed to the storage department, where more than fifty carloads of tobacco are on hand, thus assuring a uniform quality for all Bayuk cigars. Next in line was the stripping department where the leaf is stripped of its stem and laid up in "books," and then to the cigar making machines.

These wonderful machines produce an enormous quantity of finished cigars in a day, taking the filler, binder, and wrapper in the proper order, and, of course, there is no possibility of any of these cigars being "spit tipped."

The cigars are then stored for a time sufficient to properly season them, after which they are cellophane wrapped and banded automatically, and are then packed and shipped.

The huge Bayuk factory building is thoroughly insulated from outside atmospheric conditions by a two inch cork lining between the outside walls of the entire building, and the double sashed windows are immovable, so that outside climatic conditions cannot interfere with the modern system of air control.

All leaf tobacco, as well as finished cigars are transferred from the various departments entirely automatically, the gravity system of course being used wherever possible.

The Bayuk factory also houses a splendid cafeteria, where meals are provided for all employees in the building at the lowest possible cost, and all pastries are baked in their own thoroughly modern and sanitary kitchen, and a radio provides music in the cafeteria during the luncheon period.

An up-to-date dispensary is also maintained within the building, where all accident cases are treated by competent physicians and attendants, and all applicants for employment are given a thorough examination before being employed.

A trip through the manufacturing departments of the Bayuk factory proves most interesting and educational, and after making such a trip, no retailer would hesitate to push Bayuk brands.

The present factory building was formally opened late in 1926 with a capacity of 200,000,000 cigars annually, and within a very short time after the opening, it was found necessary to build an addition to the building.

The orders being received at Bayuk headquarters are exceeding expectations, and the recently introduced "Tradition" brand is meeting with a gratifying demand.

"MURIEL" HOLIDAY PACKING

THE accompanying illustration shows the striking holiday package of the new "Muriel" cigar, product of P. Lorillard Company, and officials of that company report that business on this brand continues to show a steady increase.

The splendid holiday packing is wrapped in glassine paper, beautifully lithographed in colors, and with the strong advertising campaign now being run in newspapers and national magazines it is expected that this package will prove a winner.

Also, since there will be no extra charge for the holiday packing of "Muriel" cigars this year, this should prove to be one of the featured packings for this year.

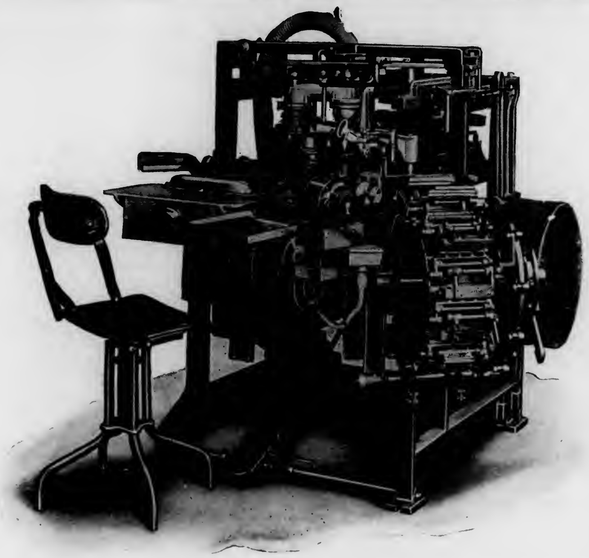
New copy was released in the leading newspapers throughout the country on November 10th, featuring the fact that "Muriel" cigars are machine made, and for that reason they are clean, and gives the smoker a better cigar for less money.

HARRY HAINES NOW CONGRESSMAN

Harry L. Haines, well-known York County cigar manufacturer, of the firm of H. L. Haines & Company, manufacturers of the "Robert Fulton" cigars, successfully defeated his opponent for election to Congress on November 4th. Mr. Haines was a candidate on the Democratic ticket and defeated Dr. Franklin Menges, Republican, who was running for his fourth term.

The Model R Universal Automatic Cigar Rolling Machine

Is Designed to Work in Combination With any of the four Universal Bunch Making Machines Models L, S, S-2 and T.



$7,500

Convenient Time Payments in United States and Canada. Prices, F. O. B. Our Plant, Newark, N. J., U. S. A.

AFTER our long and continued success in the development of Cigar Making Machinery, starting with the Model M Universal Tobacco Stripping and Booking Machine, down to our latest, the Model S-2 Universal "Cross-Feed Type" Long Filler Bunch Making Machine, it was the next logical step that we should develop a machine that would complete the process and deliver the finished Machine-Made Cigar.

Before designing the Model R Universal Automatic Cigar Rolling Machine, a thorough investigation was made with a view to avoiding or correcting the faults existing in other Cigar Making Machines. The result is a compact machine, simple in operation, sturdy in construction, with a minimum number of parts all of which are interchangeable.

The Model R Machine has been subjected to a series of most severe tests in factories making cigars of varying shapes and sizes, from all kinds and grades of tobacco, with the result that it is now being offered to cigar manufacturers supported by the enthusiastic approval of those practical cigar men who have proven the machine and are now using it in their own cigar factories.

The Model R Machine, which will produce from 400 to 500 cigars an hour, depending on the efficiency of its operator, is timed to a capacity of ten (10) cigars a minute. The Model R requires but one operator to effect a saving of $1.00 and upwards a thousand under the lowest cost heretofore obtainable in Machine Made Cigars.

COMPLETE visibility in all of its operations is one of the outstanding features of the Model R Machine. Before the bunches are placed into the individual turret molds of the Model R Machine they are inspected for imperfections by the operator of the Universal Bunch Making Machine. "Throw outs" are eliminated before the bunches are placed into the individual turret molds of the Model R Machine. The result is that imperfect bunches are, of course, never rolled on the Model R Machine.

This means an important saving of binder and wrapper stock, which ordinarily is spoiled and scrapped on imperfect bunches made on other types of Automatic Cigar Machines.

There are always ten bunches under pressure in the individual turret molds of the Model R, and the pressure on each bunch is uniform throughout and for the same length of time. The bunches in the individual turret molds are all subjected to the same atmospheric conditions, and for the same period of time. This condition cannot prevail where cigars remain in wooden molds from several minutes to hours, over night, and often over a week-end.

Aside from the increased production and saving in stock and labor costs you are always assured of a uniformity in the size, shape, appearance and condition of cigars made on the Model R Universal Automatic Cigar Rolling Machine.

The Model R Machine is sold outright, thus relieving the cigar manufacturer of all unnecessary royalty or leasing entanglements.

UNIVERSAL TOBACCO MACHINE CO.

40 EAST 34TH STREET, NEW YORK

PHILADELPHIA.

LOEB REMEMBERED CHARITIES

THE will of Adolph Loeb, president of K. Straus & Company, leaf tobacco dealers of North Third Street, who died recently, was entered for probate on Monday of last week, and disclosed charitable bequests totaling $10,000.

The estate is appraised at $200,000 and upwards of personal property and $60,000 in realty holdings, including his residence on Wissahickon Avenue, and the property at 301 North Third Street.

The charitable bequests include $2500 to the Federation of Jewish Charities; $1500 each to the Jewish Hospital Association, Mt. Sinai Hospital and the National Farm School near Doylestown, and $1000 each to the Jewish Foster Home, the Young Women's Union and Eagleville Sanatorium in Montgomery County.

All of his personal and household goods and $10,000 are bequeathed to his widow, Mrs. Hortense H. Loeb; $25,000 to a niece, Marianne Maier, and the income from $50,000 is given to his sister, Anna Nathan, of Heidelberg, Germany. A life income from $30,000 is also given to a brother, Louis Loeb, of Heidelberg, Germany, and $15,000 is given to a nephew, Richard Loeb, of New York City.

Mrs. Loeb is given the right to occupy the home as long as she wishes, and is also to receive the interest from the residue of the estate. At Mrs. Loeb's death, one-half of the income reverts to a daughter, Marguerite H. Loeb; one-quarter of the principal is to go to the daughter when she becomes thirty years of age, and one-quarter is to be held in trust to furnish her income for life.

One-half of the income from the estate, after Mrs. Loeb's death, goes to a son, Arthur J. Loeb, with similar provisions as to the principal. If the daughter becomes engaged before her mother's death, she is to be advanced $10,000 from her share of the principal to buy a trousseau and $20,000 at the time of her marriage. An advancement of $50,000 is to be made to the son if he wishes to enter business.

MAX NEWMAN ON THE JUMP

Max Newman, representative of the "Havatampa" factory in Pennsylvania and Delaware, is kept busy at this time of the year visiting the many jobbers in his territory and keeping them stocked up with "Havatampa's."

Max is well known in the trade, having been associated with the P. Lorillard Company for more than twenty years previous to his connection with the "Havatampa" factory. Max reports a splendid demand for his company's brand.

CORTEZ BUSINESS AHEAD

MEET Joe Wilson at the John Wagner & Sons headquarters and he reported that business on "Cortez" cigars is far ahead of last year.

The "Cortez" holiday packing is causing considerable favorable comment in the trade, and Mr. Wilson believes that this new packing is responsible for the tremendous flood of orders which the factory has received for holiday shipments, and which has placed them in the enviable position of being oversold on holiday packings at this time.

Frank Llano, of the American Cigar Company, was in town on Monday, and Wagner's report the "Pall Mall" cigar to be showing a wonderful demand.

Mr. Robbins, of Benson & Hedges, was also in town this week in the interest of his firm's brands, and reports good business.

The "Carl Upmann" cigar is also showing a real steady increase with the Wagner firm.

CONGRESS BUSINESS IMPROVING

Willis Andruss, sales manager for the Congress Cigar, reports that a splendid volume of orders is being received for holiday business and that they have every reason to believe that an excellent end-of-the-year business will be realized.

The Snyder Company, Buffalo distributors of the "La Palina," are doing splendid work in that territory on the Congress brand and an exceptionally large volume of orders is being received from that section.

The attractive Christmas poster, described in the previous issue of THE TOBACCO WORLD has been released to the trade and is causing much favorable comment.

BELIEVE IT OR NOT

Bob Ripley, who hunts all over the world for strange things that seem to be incredible, but really are not, was a recent visitor in Philadelphia and addressed the regular weekly luncheon of the Penn Athletic Club. While there Mr. Ripley conducted his famous concealed name test to determine which of the popular brands of cigarettes were preferred by the guests in attendance. The test was made possible through the P. Lorillard Company, manufacturers of the "Old Gold" brand.

When Pleasure is the Goal

Camel puts it over with the delightful fragrance of choice tobaccos and the incomparable Camel blend.

Camels

for pleasure

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE duty of 60 per cent. ad valorem imposed under the Hawley-Smoot tariff law on cigarette paper, will be challenged by importers and domestic consumers at a public hearing to be held by the United States Tariff Commission, December 11, to consider the adequacy of the rate. This rate was one of those bitterly protested during the consideration by the Senate on the tariff bill, the fight being led by Senator Simmons, ranking Democratic member of the Finance Committee.

It was the contention of Senator Simmons that since none of this paper was being produced at that time in the United States, it was unjust to impose such a tax on an industry already burdened by onerous assessments provided during the war period. At about the period of the war, he related, several domestic factories, engaged in paper making, attempted to make the peculiar type that is used by the cigarette industry. He said that one of the larger companies spent considerable sums of money in an effort to encourage and establish production in this country. They were unsuccessful and lost their investment, he added.

This paper is produced almost entirely in France, and it is argued that it would be a graceful thing now, particularly since no American industry would be hurt, to reduce the present rate the full extent of the law, and so make the imposition a maximum of 30 per cent. ad valorem. Senator Simmons holds that since the cigarette industry pays in to the Federal treasury so large an amount, almost a half billion dollars a year, as in 1929, the general impositions otherwise imposed should be less onerous.

The contribution of North Carolina was approximately $226,000,000 of that amount. The cigarette industry, Senator Simmons has argued, is paying the same tax it paid during the war, although every other industry has been relieved. The only tax that has been reduced upon tobacco is on the five-cent cigar. Under these circumstances, with the industry burdened as it is, it is not just, many contend, to impose a tax upon the cigarette paper which wraps the North Carolina tobacco, when not a pound of the paper is produced in the United States.

Senator Simmons was successful in temporarily winning his point in the Senate, and having the paper placed upon the free list, but it was protested by Senator Reed Smoot, chairman of the Finance Committee, with the result that the Simmons proposal finally was defeated.

Trade Practice Agreements Ordered Revised

Provisions of the trade practice agreements entered into by 110 national industries of the United States which the Federal Trade Commission, after previously having acquiesced in their adoption, has ordered revised where carrying provisions held contrary to law, will be considered at a conference tentatively fixed for November 25.

The conference rules adopted by the various industries have been signed by 453,000 separate business concerns, many of them among the largest in the United States. The conferences, of course, represented concerns that did not sign the rules, but which abide by them. For instance, the rules of the conference of the periodical publishers represented 6000 different magazines, but they were signed by only 130 publishers. Under the rules, the signers thereto pledged themselves to observe honesty and fair dealing in business and to use their influence for the suppression of fraud and unfair practices in trade. In carrying out this new policy of co-operation, Commissioner Humphrey said, in no instance has any business concern been unjustly driven into bankruptcy. The credit of no honest business man has been destroyed, nor has the reputation of any innocent person been blackened.

Industries Co-operate on Unemployment

Hearty co-operation with the Government in its effort to meet the unemployment problem is being offered by the industries of the country, it is shown by reports which are reaching the office of Col. Arthur Woods, chairman of the President's Emergency Committee for Employment.

A large number of concerns have signified their intention of retaining their forces as fully as possible, Col. Woods said, and others have made arrangements for so splitting up the work as to give a living wage to additional workers.

Unless industry co-operates with governmental agencies in dealing with the problem, it has been indicated, there will be severe suffering this winter. The number of unemployed now is estimated at approximately 3,500,000, but it is freely admitted that this is merely a guess and actual figures will not be available until surveys now being made are completed.

It is believed that employment has been given to many additional persons since formation of the committee through methods adopted by business houses and city, county and State governments to meet the emergency. Public works are being pushed with all possible speed, the Federal Government taking the lead by advancing the date of commencement for many million dollars worth of contracts.

A far more optimistic tone is now perceptible in reports reaching Washington. The country is rapidly being covered by various agencies dealing with the

(Continued on Page 14)

"CLEAR EVIDENCE"

Says

L. J. HOROWITZ

Chairman of the Board
Thompson-Starrett Co., Inc.

Builders of the new Waldorf-Astoria Hotel, the Woolworth Building, the Paramount Building, the Equitable Building, New York, the General Motors Building in Detroit; the Palmer House in Chicago.

"When modern enterprise joins hands with sure-footed experience, success becomes a certainty. The fusion of these two important factors has given Thompson-Starrett over a billion dollars worth of activity in thirty years. It is interesting to note the application of this same principle in your business. Its clear evidence is your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos."

L. J. Horowitz

Everyone knows that sunshine mellows—that's why TOASTING includes the use of the Ultra Violet Ray. LUCKY STRIKE—the finest cigarette you ever smoked, made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED." Everyone knows that heat purifies and so TOASTING removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating!

"It's toasted"

Your Throat Protection—against irritation—against cough

Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. L. J. Horowitz to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Horowitz appears on this page.

© 1930, The American Tobacco Co., Mfrs.

Y. & M. TO DISTRIBUTE "FONSECA"

YAHN & McDONNELL distributors of "Optimo" and "Blackstone" cigars in this territory, report a good demand for these two brands, and also advise that they have been appointed exclusive distributors for the well-known "Fonseca" cigar and are featuring the Christmas packing of twenty-five "Fonseca" cigars enclosed in the beverage shaker, which proved so popular during the holiday season last year.

A beautiful catalog showing the many fine brands of cigars, cigarettes, smokers' accessories, etc., carried by Yahn & McDonnell has just been issued, and has been pronounced the most beautiful and complete catalog ever issued by any cigar distributor in the United States. A very complimentary letter has been received by the officers of Yahn & McDonnell from Havana, in praise of the catalog.

A wonderful deal is being featured by the Yahn & McDonnell stores, consisting of one pound of "Blue Boar" smoking tobacco valued at $2.25 and a beautiful "Rumidor Humidor" valued at $7, at the special price of $5 for the combination. This deal is proving tremendously popular.

A. & H. FORGING AHEAD

The A. & H. Trading Corporation, which recently opened at 1018 Filbert Street, doing a cash and carry business in cigars, cigarettes, smoker's articles and sundry allied lines, is rapidly forging ahead and doing an ever-increasing business.

The "Hav-a-Tampa" autos size, is gaining in popularity and Tom Allely reports that he has increased the size of every order that has gone through since the A. & H. Company took on the distribution of this high quality brand.

The A. & H. Company is featuring an excellent quality of candy in one, two and five-pound boxes for the holiday trade, which is meeting with a splendid demand.

JULIUS SCHWARTZ RESIGNS FROM SCHULTE

Julius Schwartz, who has been vice-president of the Schulte Cigar Stores Company for several years, has resigned from that company and will enter the real estate field, conducting his own business.

Mr. Schwartz has been connected with the retail cigar field for a number of years, having been connected with the United Cigar Stores Company for a number of years as sales manager and vice-president, before joining the Schulte forces.

It is expected that Mr. Schwartz will maintain personal contact with his many friends in the trade through the conduct of his own business in the real estate field.

AMERICAN TOBACCO DIVIDEND

On October 29th the board of directors of the American Tobacco Company placed its new common and Class B stock on a $5 annual dividend basis, by declaring a quarterly dividend of $1.25 on the stock.

Before the stock was split two for one recently, three quarterly dividends of $2 each were paid, and an extra dividend of $4, so that payments this year will be equivalent to $12.50 a share on the old common and Common B stock.

The present dividend is payable December 1st to stockholders of record November 10th.

"HAVATAMPA" IN NORTHAMPTON COUNTY

PLATT O. WERST, tobacco jobber of Easton, Pa., has taken on the "Havatampa" line of cigars for distribution in his territory and is having splendid success with the brand. The new auto size, which has a patented cherry wood mouthpiece, wrapped in cellophane in pairs and retailing at two for a quarter, is going exceptionally well.

Mr. Werst has been in the tobacco distributing field for more than twenty-five years and is well known in Northampton County and has a host of friends in the trade.

RAZOR COMPANIES FREE TO ACT

The doubt cast upon the proposed merger of the Gillette Safety Razor Company with the Autostrop Safety Razor Company, Incorporated, by the application for a temporary injunction against the Gillette Company and its directors was removed on Friday afternoon of last week before Judge Crosby, of the Massachusetts Supreme Court.

A statement was made by Robert G. Dodge to the effect that the board of directors of the Gillette Company had no intention of confusing the votes of the shareholders upon the approval of the merger with votes upon the proceedings of the board and that there was no desire on the part of the directors, as had been alleged, to have the approval of the merger conditioned upon ratification of certain acts of the board which have been complained of.

It was stated that the fact that no injunction was granted will leave the company free to effect the merger.

As explained by Mr. Dodge, the shareholders of the Gillette Company will be asked to defer consideration of any action upon the proceedings of the board of directors other than those relating to the merger until a date subsequent to the combination of the two razor companies.

ANOTHER OF THE ROYAL FAMILY SMOKES

Women's clubs in America which were shocked a short time ago to learn that Queen Mary smokes cigarettes in limited quantities, have received a new blow in learning that Princess Louise, eighty-two-year-old daughter of the late Queen Victoria, also smokes cigarettes and prefers the inexpensive brands, known as "gaspers" in England.

When the Princess attended a concert of the Kensington Regiment recently, she noticed that no one was smoking.

"Let them all smoke," she said. "I want them to smoke. In fact, I want a cigarette myself."

When she was told that the only available brands were the cheap ones, known as "gaspers" because of their harshness and throat gripping tendencies, she replied that that was just the kind she smoked.

UNITED STORES AID UNEMPLOYED

On Tuesday, the United Cigar Stores Company and the Whelan Drug Company announced that 2½ per cent. of every dollar spent in their stores in Philadelphia on Thursday, would be turned over to the Mayor's Committee for the Relief of Unemployment.

It was pointed out that in addition to swelling the relief fund, the plan would stimulate buying, thus providing additional work for store employees. The same plan was followed by the United in New York City on Thursday of last week.

A COOLER SMOKE IN A DRIER PIPE

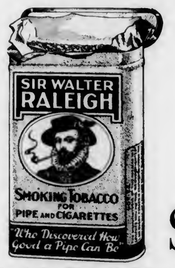
Granger
Rough Cut

CUT for pipes, as pipe tobacco should be!

Kindlings burn faster than logs, and tobaccos cut fine (for cigarette rolling) burn faster . . . and *hotter* . . . than Granger Rough Cut's big shaggy flakes —cut solely for pipes.

You'll notice Granger's coolness with the first fragrant puff; its dry ash, clean pipe-bowl, and clear stem; and especially the rich full-bodied flavor. It's Granger's own; no one else can use our secret Wellman Method.

LIGGETT & MYERS TOBACCO CO.



SIR WALTER RALEIGH is a *milder*, smoother, cooler, full-bodied smoking mixture---that's what makes it popular with pipe-fans. It's a steady, fast-moving, profitable seller---that's what makes it popular with tobacco-merchants.

* (Put a few tins on your counter and see if you want to dispute us when we say it "moves" nicely and adds a good profit to your pipe tobacco business.)

BROWN & WILLIAMS TOBACCO CORPORATION
Louisville, Kentucky

BAYUK'S GIVE INTERESTING BROADCAST

"CHICK" MEEHAN, football coach of New York University, has been causing much comment among sports fans by his weekly "Tradition" broadcast in which he predicts the scores of the big football games throughout the country on the following Saturdays. The programs are sponsored by Bayuk Cigars, Incorporated, and are carried over stations WOR, Newark, and WCAU, Philadelphia, on Tuesday evenings from 7.30 to 7.45 P. M. The broadcasts will continue throughout the football season.

In addition to predicting the scores of about twenty games, the coach of the famous New York Violet team relates anecdotes of the history and growth of the American gridiron sport and describes incidents of present-day football. He is widely known among both coaches and players because of his remarkable record at Syracuse University and N. Y. U. and his reputation as a football tactician.

The Bayuk program features the new "Tradition" cigar, which is now being made in five sizes: Blunt, Perfecto, Queen, President and After Dinner.

AMERICAN CIGAR COMPANY SALES INCREASE

The American Cigar Company reports that production of cigars of that company gained in September by 22,147,000 cigars over the same month of 1929. During the same period production of cigars by all manufacturers in the United States declined 67,765,320.

For the first nine months of 1930, production of cigars by the American Cigar Company gained 121,663,000 over the same period of 1929, which total cigar production for the United States declined 428,662,721.

GENERAL CIGAR EARNINGS

THE General Cigar Company, Incorporated, reports net profit for the quarter ended September 30, 1930, of $839,977 after charges and Federal taxes, equivalent after dividend requirements on the 7 per cent. preferred stock, to $1.54 a share on 489,084 no par shares of common stock. This compares with $831,721, or $1.52 a share in the preceding quarter and $1,144,570, or $2.61 a share, in the third quarter of the previous year.

Net profit for the nine months ended September 30th amounted to $2,285,947 after above charges, equal to $4.13 a share on common, as compared with $2,965,332 or $5.52 a share in the first nine months of 1929.

The *Wall Street Journal* recently stated that in the final quarter last year, General Cigar Company earned $1,330,628 after all charges, equal to $2.54 a share on the common stock. At present, indications are that the 1930 final quarter earnings will approximate the third period.

This would mean second half year earnings of about $3 a share, compared with $2.59 a common share in the first six months. If this figure is realized it will place 1930 earnings on approximately the same level as those of 1928, when net profit was $3,140,459. In that year, however, there were outstanding only 407,570 common shares, so that earnings on the common stock were equal to $6.84 a share. There are outstanding at the present time 489,084 common shares.

SIDNEY CAHEN PASSES AWAY

Sidney Cahen, one of the best known cigar salesmen in the field, died at his home in New York City on Saturday, November 1st.

Mr. Cahen had been in ill health for the past two years but had maintained an active interest in the cigar industry through his partnership in a manufacturing concern.

For many years he had been connected with E. Regensburg & Sons, traveling in the middle west, and he was also an active member in the Tobacco Salesmen's Association.

Funeral services were held on Monday, November 3rd, with interment in Valhalla Cemetery, Westchester. He was sixty-three years old.

DEISEL-WEMMER-GILBERT EARNINGS

Deisel-Wemmer-Gilbert Corporation, reports net profit for the quarter ended September 30th, of $222,861 after charges and Federal taxes, equivalent after dividends on the 7 per cent. preferred stock, to eighty cents a share on 238,095 shares (par $10) of common stock. This compares with $262,950, or ninety-six cents a share on the common shares for the same period of 1929.

MINNICH BRANDS SOLD

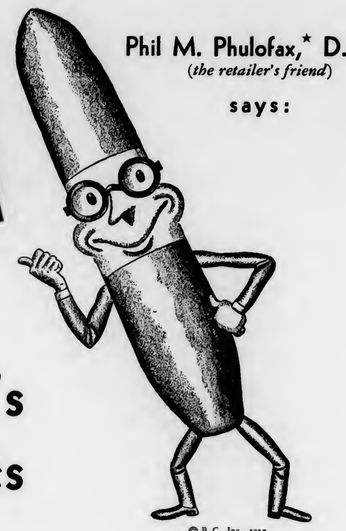
J. W. Minnich, cigar manufacturer of Dallastown, Pa., has announced that he has retired from the cigar business and transferred all rights, title and designs of the labels, "Red Ball" and "Little Royals," to John T. Fidler, of Dallastown, Pa., who has been connected with Mr. Minnich as a salesman for many years.

CONSOLIDATED CIGAR EARNINGS

The Consolidated Cigar Corporation reports third quarter net profit of $569,370, equivalent to $1.36 a share on the common stock, compared with $889,795, or $2.65 a share in the same period of 1929.

Get this FREE
poster for use during the Christmas season . . .
send for it NOW

Phil M. Phulofax,* D. B. I.
(the retailer's friend)
says:



© B.C., Inc., 1930
Reg. U. S. Pat. Off.

"Let's make this year's Christmas cigar sales a record for you"

"YOU retailers who went along with me on my suggestions for putting over a big extra-sales push around Father's Day, July Fourth and Labor Day, didn't regret it, did you? My idea was a darn good one, wasn't it? You cashed in on it, didn't you?

"Well, don't forget that it's only a short stretch 'tween now and the biggest cigar-selling season of the whole year. I want to help you again. . . . And we can't begin too soon. In fact, I've got my end of the job ready now. I've been to the Bayuk folks and asked them to get up the snappiest Christmas cigar-selling poster that's in 'em to produce.

" 'Sure,' said they, 'we're always glad to lend a hand in boosting cigar sales for retailers, no matter what brands they're handling.'

"I like that kinda spirit, don't you? And you'll like the poster they've turned out. It's a big one—12 inches by 42 inches, designed in Christmas style, printed in brilliant holiday colors, and comes with gummed strips for easy hanging. There's a soul-stirring urge in the wording, too (see reproduction above). It's got a kick—a real reason for giving cigars for Christmas. Understand, there's no Bayuk advertising on this poster . . . but a hard-hitting argument in behalf of cigars in general.

"GET BUSY RIGHT NOW and tell me that you want one of the posters. That's the first thing to do, for I have only a limited number. Later on in this magazine I'll give you the low-down on how to use the poster most effectively. I'll also slip you my ideas on other wrinkles you can put into force to greatly increase your Christmas cigar sales.

"Remember, the poster is absolutely FREE. No strings of any kind to it. But I must have your request not later than December 10th. Just address your letter or post-card to '*Phil M. Phulofax, c/o Bayuk Cigars, Inc., 9th Street and Columbia Ave., Philadelphia, Pa.*' "

P. S.—"We're giving you everything but a lead pencil and a post-card, so get busy right away and send your request to me so I can place your poster in the mails."

Phil M. Phulofax D.B.I.

* *Associated with* BAYUK CIGARS, INC., *Philadelphia*
Makers of fine cigars since 1897

BAYUK BRANDS
BUILD BUSINESS

BAYUK PHILADELPHIA CIGAR
BAYUK HAVANA RIBBON
BAYUK MAPACUBA
BAYUK TRADITION
CHARLES THOMSON

DR. KLEIN SEES NEED OF ADVERTISING

THE firm which eliminates or radically curtails its advertising at this time in the interest of economy is pursuing a short sighted policy" declared Dr. Julius Klein, Assistant Secretary of the United States Department of Commerce, in a statement made to Sturges Dorrance, president of Dorrance, Sullivan & Company of New York.

"In advertising," said Dr. Klein, "the business world has at its command a force which if intelligently employed will be certain to speed up our progress toward economic well being, for past experiences have proven the beneficial results of advertising, at a time when business is depressed.

"Advertising is to national business at the present moment just what initiative, courage and resourcefulness are to an individual. All signs indicate that we have reached the bottom of the decline and indeed in some phases, we are gradually moving upwards. Never was there a better opportunity for sound management, coupled with advertising having a real message to help the business of the country get started on its climb back to prosperity.

"A study of the operations of a representative group of advertisers during the depression of 1921 showed that those which increased their advertising, had losses during the worst period only one-half as great as those which decreased it. One year later, the firms which had increased their advertising appropriations showed an average gain of 7 per cent. while the average for the others was a 12 per cent. drop on the wrong side of the ledger."

To those manufacturers who would seek more rapid adjustment and quicker return to normal business conditions, Dr. Klein suggested that first attention should be given to any method that will induce normal buying by the public-at-large because the urgent need of the day, in his opinion, was to accelerate the circulation of money.

"Mass psychology," said Dr. Klein, "has unquestionably been a factor in the depression through which we are passing. This same power which has generated fear can be employed to dissipate it and create new confidence."

Dr. Klein has devoted his entire life to the study of economics and commerce. He was called from a professorship at Harvard University to become chief of the Latin-American Division of the United States Department of Commerce and was later made Director of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce. Under President Hoover he became Assistant Secretary of the Department of Commerce, which position he now holds. Dr. Klein recently returned from a survey trip abroad and was one of the speakers early in the week at the annual convention of the Association of National Advertisers, sharing part of the first day's program with his departmental co-worker, Hon. Robert P. Lamont, Secretary of Commerce.

News from Congress

(Continued from page 8)

problem of unemployment, and the question is being handled in a practical manner. In this, Col. Woods has had previous experience, having headed the Government's work in coping with the unemployment situation in 1921-22.

"OLD GOLD" PROGRAM POPULAR

THE WORLD'S oldest science—numerology—and the world's newest science—radio—meet on the "Old Gold" program of character readings three times a week over Station WOR.

The lady of the luminous eyes is Lorna Fantin, New York numerologist, long a deep student of numerology. Besides the numerological character analysis of prominent persons and news events, she also issues to radio listeners an invitation to send in their full name and date of birth for a personal, individual character reading.

The response to this invitation has caused Station WOR and the "Old Gold" offices to devise a special mailing system to meet the flood of requests and fan letters.

Numerology—which is fast becoming a national vogue—is actually one of the most ancient sciences. It was originally practiced by the Chinese and Babylonians. Pythagoras, the Greek philosopher, and mathematician of 540 B. C., was one of its great exponents.

Numerology is used for revealing traits of character, for finding out if one's name and date of birth is in harmony with one's destiny. There are many famous examples of people who have changed their names by numerology and achieved great success—Nèysa McMein, the famous magazine cover artist, being one of the best known. Houdini another. The English actor, Sir Henry Irving, General Booth of Salvation Army fame.

In the "Old Gold" program Lorna Fantin applies the principles of numerology not only to lives and characteristics of prominent persons, but to the front page news events of the day.

ENGLAND'S SMUGGLED TOBACCO

How England disposes of its seized smuggled tobacco is told by *Tobacco*, London, as follows:

Light on the subject was thrown on September 18th, by an official of the Customs and Excise Department, which deals with contraband tobacco, states the *Morning Post*.

At one time it was the practice to destroy seized or abandoned tobacco in furnaces, which came to be known as "The Queen's Tobacco Pipe," the principal destructor being in Liverpool. Today, however, this wasteful procedure is rarely resorted to.

"All tobacco seized or abandoned to the Crown, the official explained to me," writes the Pressman, "is sent to London, no matter in what port it was seized. Cigars and cigarettes which are consumable and in perfectly good condition are put in the ordinary Customs sales, along with other seized goods.

"Tobacco which is consumable and in good condition, but not manufactured into cigars or cigarettes, is supplied duty free for use in criminal lunatic asylums.

"Unconsumable tobacco is sent to Kew and Edinburgh botanical gardens for use as insecticide.

"Sweetened tobacco and Cavendish cigarettes," he added, "are seized in trifling quantities. The amounts are small because the importation of such tobaccos is forbidden. When they are seized, however, they are burnt in 'The King's Tobacco Pipe,' together with all damaged cigarettes. Unsaleable cigarettes are of no use to the botanical gardens because the paper is a nuisance."

CARRIER ENGINEERING MERGER.

THE Carrier Engineering Corporation of Newark, N. J., widely known in the tobacco industry as a result of its air conditioning installations in cigar and cigarette factories, will merge with the Brunswick-Kroeschell Company, makers of refrigeration systems, and the York Heating and Ventilating Corporation, it has just been announced. Including subsidiary and affiliated companies, the merger will unite fifteen concerns, five of them foreign, with total assets of approximately $15,000,000. All of the companies involved will retain separate entities under a holding company to be known as the Carrier Corporation.

"The consolidation will provide a single world-wide organization equipped to provide any desired kind of indoor atmospheric conditions in homes, hotels and apartment houses, stores, theatres, office buildings and industrial plants," J. I. Lyle, executive vice-president stated.

The Carrier Engineering Corporation was founded in 1914 by Willis H. Carrier, J. I. Lyle and E. T. Murphy, who is vice-president in charge of sales. Mr. Carrier, president of the company, is generally looked upon as the father of air conditioning. Carrier systems of "manufactured weather" have been installed in the Capitol at Washington, the White House Executive Offices, and innumerable industrial plants, theatres and department stores.

The Brunswick-Kroeschell Company has plants in New Brunswick, N. J., and Chicago, and maintains a complete line of commercial refrigerating machines for every cooling or freezing requirement. Besides a large business in institutional and industrial refrigerating installations, it does a large proportion of the refrigeration business in the American merchant marine. J. W. Johnson is president and Sydney B. Carpender is vice-president and general manager.

The York Heating and Ventilating Corporation is a Philadelphia concern with plant at Bridgeport, Pa. It developed unit heaters and coolers now widely used in all kinds of industrial plants. The innovation is credited with having brought about major economies in plant heating and making possible uniform atmospheric conditions in large spaces and open shops. The company also originated the unit method of air conditioning. It operated on a mass production basis since the organization of the company in 1919. The principal officers are Thornton Lewis, president; H. P. Gant, vice-president in charge of sales, and Donald E. French, vice-president in charge of production. Mr. Lewis and Mr. Gant are both former presidents of the American Society of Heating and Ventilating Engineers, as also is Mr. J. I. Lyle.

TAMPA PRODUCTION IMPROVES

Figures of the cigar production for the City of Tampa for the month of October are decidedly more encouraging than for the recent months. The October production was approximately 16,000,000 cigars more than for the month of September, which is as it should be. Production by classes follows: Class A—16,748,479; Class B—843,240; Class C—24,907,800; Class D—9,767,142, and Class E—221,330. According to reports, a rush of orders for the holiday season has been received and the factories are working full time, with some Sunday work. Indications seem to point toward a very good business for the high grade cigars for the holiday season.

"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
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WILLIAM T. REED, Richmond, Va. ..... Vice-President
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CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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MILTON RANCK, Lancaster, Pa. ..... Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

BATT BROTHERS INTRODUCE CABINET

BATT BROTHERS, 117-119 East Twenty-fourth Street, New York City, manufacturers of monogrammed cigarettes and also twenty-five select brands of exclusive and novel cigarettes, announce that they have completed for Christmas, 1930, their attractive line of holiday boxes. Batt Brothers are now ready to serve their large clientele and with their unusual holiday packings they are very confident that the retailer can realize large sales. These distinctive cabinets specially prepared for the coming holidays are outstanding because of their originality and attractiveness.

Batt Brothers have been outstanding factors in the creation of novelty cigarettes which are now on sale at all leading smoke shops, department stores, hotels, clubs and drug stores throughout the country.

Their latest creation known as "Modernique," perfumed cigarette, has met with unusual success, and Batt Brothers are now in the midst of preparing two additional novelty packings for the retail trade which will be placed on the market within the very near future. Watch for their announcement in this paper.

With this announcement Batt Brothers add that they will now grant the country-wide request from the retail trade to accept small orders from them for individually monogrammed Christmas cigarettes packed in special novelty packages. The retail trade can now solicit such business with the assurance that Batt Brothers will render their usual prompt and efficient service. Quoting Paul Batt, general manager of the firm, "We are now completely equipped to fill orders within twenty-four hours and will guarantee delivery within that specified time. Heretofore the inability of the retailer to assure his prospective customers prompt deliveries particularly around the Christmas holidays, has invariably discouraged him from soliciting orders during this period. Realizing the need and the demand for this service, we will now handle orders of this kind with our assurances that there will be no disappointment in so far as service and satisfaction are concerned."

The factory and offices of Batt Brothers are located at 117-119 East Twenty-fourth Street, New York, where all information regarding the line can be secured.

MRS. DULA'S ESTATE $1,326,674

The transfer tax appraisal of the estate of Mrs. Josephine Carr Dula, widow of Robert B. Dula, former vice-president of the American Tobacco Company, was filed in New York City on Friday of last week, and the value of the estate was fixed at $1,429,539 gross, and $1,326,674 net. Mrs. Dula died on November 15, 1929.

Two daughters and two sons were the principal legatees. They are Mrs. Iva D. Edgar, of St. Louis; Countess Belva D. Pieri, 139 East Seventy-ninth Street; Grover C. Dula, 480 Park Avenue, and Robert L. Dula, of Scarsdale, N. Y. Mrs. Edgar receives personal effects valued at $47,627, including a pearl necklace valued at $45,000. Countess Pieri receives a $50,000 legacy and personal effects valued at $22,093. Grover C. Dula receives personal effects valued at $2150 and Robert L. Dula a legacy of $50,000 and personal effects valued at $3650. In addition each daughter and son receives a quarter share of the residuary estate amounting to $248,492.

FRENCH TOBACCO RIDICULED

FRENCH TOBACCO consumers are recalling that this year marks the 400th anniversary of the birth of Jean Nicot, diplomat and scholar, who is credited with having introduced the sovereign herb into France. And the Ligue Nationale Contre les Fumeurs (or Anti-Smoking League), writes R. P. Harris in *The Baltimore Sun,* considers the time ripe for demonstrations and solemn warnings. White ribboners have created scenes in popular restaurants by snatching fumigacious materials away from diners who were puffing to Nicot's memory over their coffee and cointreau.

As a confirmed pipe smoker now expatriate in France, I can only wish the ligue all success. What France needs is a violent uprising, as fierce as that which resulted in the fall of the Bastille, to destroy all tobacco in the land (or what passes here for tobacco), to burn it (but not in pipes!) and then learn what good tobacco—the true, the sovereign herb—looks, tastes and smells like.

La Belle France is so full of the amenities of life that one hardly dares criticize. And yet how shall a pipe smoker live among those who are ignorant of the very nature of real, honest-to-God, mellow, ripe tobacco?

It is a government monopoly. The tobacconists' shops, called tabacs, offer two kinds.

(1) Bad and (2) worse.

The premiere classe stuff, called "Virginie," is like a kind of hay; yet not just like hay, either, for that has a pleasant aroma. Perhaps seaweed, soaked in creosote. . . . The second grade is called "Maryland" (infamous libel!). It is like hemp or tar rope or shredded burlap that goats have bedded on. Light it, it fizzles up in acrid smoke, leaving a residue which will ruin a good pipe and cause the owner to develop sadistic tendencies.

WEBSTER EISENLOHR EARNINGS

Webster Eisenlohr, Incorporated, reports for nine months ended September 30, 1930, net loss of $62,620 after expenses and taxes, comparing with profit of $404,643 after expenses and Federal taxes but before inventory adjustments in first nine months of 1929.

For quarter ended September 30th, net profit after expenses and taxes was $49,840, against net loss of $7089 in preceding quarter and profit of $166,878 after expenses and Federal taxes, but before inventory adjustments in September quarter of 1929.

Income account for quarter ended September 30, 1930, compares as follows:

	1930	1929
Gross profit	$353,977	$550,909
Expenses	304,137	359,619
Federal taxes	.....	24,412
Net profits	$49,840	*$166,878
Nine months ended September 30:		
Gross profit	$986,724	$1,478,942
Expenses	1,049,344	1,016,111
Federal taxes	.....	58,188
Net loss	$62,620	*$404,643

* Profit before inventory adjustments.

TOBACCO REFERENDUMS

(*Continued from Page 3*)

sult can be ascertained. However, from the returns from forty-four districts thus far received, the vote appears to be running about four to one, and it may be added that they constitute about 50 per cent. of the total votes cast in these districts, whereas the constitution requires 40 per cent.

There is hardly any doubt that the complete count will show that the tax has been voted down by an overwhelming majority, but the only difficulty in the situation is the constitutional provision that the votes cast *against* a legislative enactment must not only be a majority, but must constitute at least 40 per cent. of the total votes cast in the State. So far, as above indicated, the vote constitutes about 50 per cent., thus giving us a safe margin.

At the same time, our correspondents tell us that they are more than confident that this margin will be substantially increased rather than reduced, as the count is progressing.

However, if as a result of the 40 per cent. requirement the referendum should be lost, the very facts that the tax has been voted down by such a large number of votes, and that the Democratic party, which will control the next administration in that State, has adopted a plank in its platform against the tax, make us feel more than confident that the tax will be promptly repealed in January, thus giving the tax measure but a short life.

The 1931 Legislative Season

It is earnestly hoped that the disposition of these three referenda will mark the end of the current year's legislative difficulties, and that we might now proceed with the necessary preparations for the 1931 legislative season, which is to begin in January with forty-four state legislatures to meet.

For an "off year," with not less than fourteen special sessions in addition to the nine regular sessions, coupled with the tariff legislation and finally with the three state referenda, the current year, as may be readily realized, has required extraordinary activities.

However, we feel that our industry may well be gratified with the results achieved during this most strenuous and menacing period.

Surely, the rejection of tobacco tax measures by such large majorities in Michigan, New Mexico and Oregon (in 1926), coupled with the repeal of the tax laws in Louisiana and Kansas City (Mo.), should, and we are sure will have a far-reaching effect upon future tobacco tax legislation; while the vote in Oregon against the cigarette prohibition amendment should serve to stop all anti-tobacco agitation for many years to come.

To those who have by their untiring efforts, their invaluable support and co-operation, contributed to this virtually unbroken chain of our industry's victories in repelling these legislative attacks, we can only say that they have fully earned an everlasting debt of gratitude from the entire industry.

The Tobacco Merchants Association is certainly most grateful to all of them and devoutly hopes that it may continue to merit their support and co-operation in its future activities.

Later Returns

Since writing the above, we have received the following later returns:

Oregon.—1860 out of a total of 1900 precincts in the state record a total vote of 151,000 against the anti-cigarette amendment, to 53,000 for the amendment.

New Mexico.—In 166 out of a total of 796 precincts in the state, the vote stood 9250 against the tobacco tax to 2091 for the tax. While no information is available as yet as to the total number of votes cast, our correspondents estimate on a basis of returns in past years, that the vote against the tobacco tax is running well above the minimum requirement of 40 per cent.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

DISTRIBUTOR DESIRES JOB LOTS OF CIGARS IN ALL CLASSES. No amount too large. Cash proposition. Address, Distributor, Box No. 550, "The Tobacco World."

BUSINESS OPPORTUNITIES.

REPRESENTATIVE SALESMAN COVERING PHILADELPHIA and surrounding territory, successfully selling reliable retail merchants, desires additional lines with reliable manufacturers; unquestionable references; commission basis. Address E. S. Gerson, 945 N. 67th St., Philadelphia, Pa.

CONFECTIONERY AND CIGAR BUSINESS FOR SALE—Montgomery County, Pennsylvania. Rent $250. Yearly business $45,263.54. Net profit 13 per cent. Full information upon request. Address Box 551, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

HEARING ON CIGARETTE PAPER

THE following notice has been received from the United States Tariff Commission, in reference to investigation No. 33 by the United States Tariff Commission for the purposes of Section 336 of the Tariff Act of 1930:

CIGARETTE PAPER

Notice Is Hereby Given, pursuant to section 336 of the Tariff Act of 1930, that a public hearing in the foregoing investigation will be held at the office of the United States Tariff Commission in Washington, D. C., at 10:00 o'clock a. m. on the 11th day of December, 1930, at which time and place all parties interested will be given opportunity to be present, to produce evidence, and to be heard with regard to the differences in cost of production of and all other facts and conditions enumerated in Section 336 of the Tariff Act of 1930 with respect to the following articles described in paragraph 1552 of Title I of said Tariff Act: namely, Cigarette books, cigarette-book covers, and cigarette paper in all forms, except cork paper.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HOLIDAY:—45,816. For cigars. October 11, 1930. D. Emil Klein Co., Inc., New York, N. Y.

TRIPLE SPRINGS:—45,808. For cigars. October 20, 1930. Sherman Cigar Co., York, Pa.

TWENTY GRAND:—45,809. For cigarettes and all tobacco products. October 22, 1930. The Axton-Fisher Tobacco Co., Inc., Louisville, Ky.

BACMY:—45,812. For cigars. October 22, 1930. M. J. Goodman, Westfield, Mass.

NATE'S SPECIAL:—45,814. For cigars. October 23, 1930. Nathan Berman, Hartford, Conn.

TRANSFERS

ARMAS DEL CASA:—38,534. For cigars, cigarettes, cheroots and tobacco. Registered January 22, 1914, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by M. Sacks & Co., Inc., New York, N. Y., October 16, 1930.

TEDELLO:—21,936 (Tobacco World). For cigars, cigarettes and cheroots. Registered March 15, 1911, by Jos. W. Levy & Co., Philadelphia, Pa. Through mesne transfers acquired by Morris Sherman and re-transferred to Louis King Cigar Co., Inc., Philadelphia, Pa., October 3, 1930.

LOCUST:—17,299 (U. S. Tobacco Journal). For cigars. Registered April 29, 1895, by J. Frysinger, Jr., Hanover, Pa. Through mesne transfers acquired by The Delphia Cigar Co., Philadelphia, Pa., and re-transferred to Joseph L. Halpern, trading as Halpern Leaf Tobacco Co., Philadelphia, Pa., August 6, 1930.

FLORANADA:—44,468 (T. M. A.). For all tobacco products. Registered January 22, 1926, by American Litho. Co., New York, N. Y. Transferred to Independent Retail Tobacconists' Association of America, Inc., New York, N. Y., August 14, 1930.

TOBACCO REVENUE TAXES INCREASE

AN increase of $1,289,547 in tobacco taxes collected by the United States Government in the first nine months of the 1930 calendar year as compared with the same period of last year, was disclosed by figures recently released by the Internal Revenue Department.

The total tobacco tax for the period was $342,737,534, as compared to $341,447,987 last year. The increase was due entirely to an advance in the cigarette tax, which jumped from $271,671,338 last year to $276,204,079 this year.

The tax collected on cigars declined approximately $2,000,000 to $14,306,687, while the tax on manufactured snuff dropped from $52,384,109 to $51,135,755 and the tax on cigarette papers increased from $1,011,652 to $1,092,011.

Pennsylvania reported a reduction of approximately $2,800,000 in the tax on cigarettes made in that State during the first nine months of this year as compared with 1929. The tax paid this year was $149,699, as compared with $2,913,219 last year.

The tax on cigars made in the State declined from $5,161,719 in 1929 to $4,426,319. Despite the reduction, Pennsylvania led all other States in the tax paid on cigars, the next figure being $2,023,400 paid by manufacturers in New Jersey.

The tax paid in manufactured tobacco and snuff increased this year from $752,157 to $855,364.

INDIA NEXT TO U. S. AS TOBACCO PRODUCER

IT IS a well-known fact that the United States produces about one-third of the world's tobacco, or at least that is the estimate given by experts. After the United States, India is the next largest tobacco producing country, which fact is not generally known. There are no complete official data for tobacco production in India but the crop unquestionably approaches that of the United States in magnitude, according to an interpretation of Indian statistics by the Tobacco Division of the Department of Commerce. The area planted to tobacco in India ranges around 1,300,000 acres, compared with 1,800,000 devoted to the crop in the United States, and Indian tobaccos as a class are heavier than United States tobaccos. According to data published by the Indian government, the yield per acre in the British Province amounted to more than 1100 pounds in 1928 and 1929; and the yield per acre in Hyderabad, Mysore and Baroda, three of the most important producing native states, averaged about 300 pounds per acre. Tobacco is produced in twelve native states, but the area devoted to the crop in Hyderabad, Mysore and Baroda comprises fully 85 per cent. of the native area planted.

The tobacco industry in India is not a new one, according to information appearing in the "Indian State Railway Magazine," August, 1930, issue, which was submitted to the Tobacco Division of the Department of Commerce by American Trade Commissioner Charles B. Spofford, Jr. The following facts are quoted from the above source as of possible interest:

"The tobacco plant was first introduced into India by the Portuguese about 1605. As in other parts of the world, it passed through a period of persecution, but its ultimate acceptance and distribution all over the country is a testimony of its wonderful attraction and an example of the avidity with which the Indian ryot will adopt any new crop the cultivation of which is likely to prove a profitable speculation.

"Of the five or six species of tobacco cultivated, only two are found in India: Nicotina tabacum and Nicotiana rustica, the former being the common tobacco of India. The plant is easy to recognize. When allowed to grow its maximum height is from five to seven feet, its leaves at the base of the stalk are very large, the rest becoming smaller as they approach the top. The second species is cultivated mainly in the Punjab, the United Provinces, Bengal and Assam, and is a smaller plant than the N. tabacum. Its leaves are rounded and crumpled with thick stalks."

NEW JERSEY TOBACCO COMPANY IN TRENTON

The New Jersey Tobacco Company has leased the property, 129 North Warren Street, in Trenton, N. J., and will occupy the first floor of the building as a distributing branch for cigars and tobacco products.

The property is 170 feet deep by 24 feet wide. Twenty people will be employed at once in the new branch, with the possibility of more being added later.

The New Jersey Tobacco Company operates other branches at Newark, Dover, Paterson, Somerville, Long Branch, Atlantic City and New Brunswick.

SCHULTE-UNITED SALES

Schulte-United 5 Cents to $1 Stores, Incorporated, and subsidiaries report sales for October of $2,906,750, an increase of $678,843, or 30.47 per cent. over sales for October, 1929, of $2,227,907.

Sales for the first ten months of 1930 were $21,103,200, a gain of $7,811,749, or 58.77 per cent. over sales of $13,291,451 for the same period of 1929.

36.89
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DECEMBER 1, 1930

VOLUME 50 No. 23

THE TOBACCO WORLD

AUTOKRAFT BOX CORP.

Its Only A Short Time Since The NEW AUTOKRAFT WOODEN CIGAR BOX Was Introduced

Some of the largest and most progressive cigar manufacturers recognizing this distinctive creation have better packed, and distributed in this preferred box over 750,000,000 cigars, because it is the most economical and practical package for cigars.

It gives maximum protection and presents the finest and most artistic package possible.

THE NEW AUTOKRAFT WOODEN CIGAR BOX
THE
BETTER CIGAR BOX
Manufactured and Distributed by the
AUTOKRAFT BOX CORPORATION
LIMA, OHIO
YORK, PA.

Phila., Pa. Hanover, Pa. Cincinnati, Ohio. Kansas City, Mo.
St. Louis, Mo. Chicago, Ill. Detroit, Mich. Hopkinsville, Ky.

AUTOKRAFT AUTOKRAFT

A NATIONWIDE SERVICE

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

HOLIDAY PRESENTS

One rarely gives or receives cigars as presents in any other form of container than a wooden box. It's always a "box" of good cigars.

Wooden Cigar Boxes enhance both the appearance and value of their contents.

They do more. They impart to the natural aroma and sweetness of cigars that appealing spicy fragrance of the wooden box.

And, furthermore, the cigars season properly in a natural, vegetable container such as wood.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 23

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, DECEMBER 1, 1930 — Foreign $3.50

CULLMAN HEADS RELIEF FUND IN NEW YORK

JOSEPH F. CULLMAN, JR., president of Webster-Eisenlohr, Incorporated, and well experienced in philanthropic endeavors, has been selected to head the drive in the tobacco industry, for a fund to aid the unemployed in New York City.

It is hoped to raise a fund of $5,000,000 among all the industries in New York City for this relief work, and with these funds to immediately employ men who are heads of families, at wages of $5 a day during the winter months. The wages will be disbursed by the principal family welfare agencies in the five boroughs for work that would not otherwise be undertaken this winter.

The city wide canvass for funds began on November 17th, and initial efforts in solicitations of large gifts have encouraged the committee to proceed with immediate placing of jobless men and women at work in city parks and other non-profit-making institutions. Approximately 3000 men and women have been assigned to jobs paying sufficient wages to allow them to maintain their families and to regain their independence.

The Emergency Employment Committee was organized this autumn, with Seward Prosser, chairman of the board of the Bankers' Trust Company, as chairman of the committee, when it became evident that conditions caused by unemployment were such that the burden upon the ordinary relief organizations would be greater than their normal budgets would bear. The original plan of the committee was to raise by public subscription at least $150,000 a week, to be equally divided between two agencies for the provision of jobs in the parks and non-profit-making institutions for the unemployed of Manhattan and the Bronx.

As the result of conferences with representatives of all the important relief agencies of the city, however, the original plan has been greatly enlarged. The present plan brings together relief agencies representing all races and creeds and the objective is to provide jobs, as far as possible, for the unemployed in all five boroughs of New York.

Funds will be sought from individuals, from corporations, and in smaller gifts from employees, who will authorize the treasurers of their companies to deduct a certain amount, approximately one-half a day's pay a month, from their pay.

Seward Prosser, chairman of the committee, announced prior to the opening of the city-wide canvass, that pledges of gifts had already been received which insure the first $1,000,000 for the work of the committee. The need, however, is expected to increase rapidly and it is not likely that it will reach its peak until midwinter.

TEN MONTHS' WITHDRAWALS OFF

FIGURES compiled by the Tobacco Merchants Association, showing withdrawals of cigars and tobacco products for the first ten months of 1930, disclose a decrease in production of all classes of cigars of 506,512,816, which is nothing to brag about.

Class A withdrawals, or five-cent cigars, show an increase of 22,149,010 for the period as compared with the same period of 1929. Class B (more than five cents but not more than eight cents) shows a decrease of 158,427,849; Class C (more than eight cents but not more than fifteen cents) discloses a decrease of 346,453,270; Class D (more than fifteen cents but not more than twenty cents) a decrease of 19,730,830, while Class E (more than twenty cents) discloses a decrease of 4,049,877.

Little cigars also show a decrease of 32,855,108 for the ten months' period as compared with the same period of the previous year, while cigarettes show an increase of 1,262,160,200.

Snuff shows an increase of 425,315 pounds for the period and manufactured tobacco (smoking and chewing) shows a loss of 8,069,443 pounds.

While business conditions in general unquestionably have a great deal to do with the decreased cigar withdrawals during the first ten months of this year, it also is quite evident that some definite and co-operative plan must be devised if the cigar industry is to survive beyond a small number of the larger manufacturers, and it is not beyond the realm of possibilities that they may eventually succumb to the economic appeal of the cigarette and pipe, unless some such plan is devised.

While the present may not be the time to launch an educational appeal to the men of the country to smoke more cigars, it would certainly seem to be a good time for those interested to continue to use every effort to obtain the participation of every cigar manufacturer in the country in such a campaign when the right time arrives.

Very few people believe that this great country of ours is doomed never to see the return of prosperity such as has been enjoyed in previous years, and when that time does arrive, a tremendous increase in the number of cigar smokers (and, naturally, in the number of cigars smoked) can unquestionably be secured by an intelligent co-operative advertising campaign.

Sam Adler, of the "Villazon" factory was a visitor at Wagner headquarters last week, and reported a splendid end-of-the-year business for his brand. He was en route to Atlantic City, where he will spend some time vacationing at the World's Playground.

PHILADELPHIA.

CONGRESS BUSINESS GAINING

THE Congress Cigar Company reports receiving many extra orders for holiday shipments from their many distributors throughout the country; many distributors having been forced to re-order their stock of "La Palinas" for the Christmas season, showing that there is a much more optimistic outlook than prevailed a short time ago.

Sam and Jake Paley are at present in Hot Springs enjoying a short vacation, but Ben Paley is on the job, superintending the manufacturing end of the business, thus assuring the splendid quality of their brand.

Richard E. Lang, president of the National Grocery Company, of Seattle, distributors of the "La Palina" in that territory, was a recent visitor at Congress headquarters, but left in time to be at home for his Thanksgiving dinner. Mr. Lang reported that business in his section of the country was in very good shape, and expressed considerable surprise that conditions in the eastern part of the country were not equal with those in the northwestern part of the country at this time.

Mr. Moss, of Detroit, dropped in at Third and Spruce Streets, and reported that Mr. Rickett, manager of the Congress Cigar Company's distributing branch in that city was very much encouraged over conditions in that city, since many more people had been added to the payrolls in the automobile plants there recently.

Joseph T. Snyder, of the J. T. Snyder Company, Buffalo distributors of the "La Palina," was in town on Monday, and reported that his company was receiving very gratifying orders for the holiday season from his territory.

WAGNER REPORTS EXCELLENT BUSINESS

John Wagner & Sons, Dock Street distributors of fine imported and domestic cigars, and tobacco products, report an excellent business on the many brands they distribute, with factory conditions rapidly reaching the point where those who do not place their orders for holiday business immediately, may find themselves in the position of being unable to obtain shipment before the first of the year.

Ben Lumley reports that the "Garcia & Vega" and "Carl Upmann" brands are showing a particularly gratifying demand at this time, with every indication pointing to an oversold condition in the very near future.

BAYUK'S HAS WORLD-WIDE REPUTATION.

THE up-to-date construction and modern equipment of Bayuk Cigars, Inc., factory at 9th Street and Columbia Avenue, evidently carries a very fine reputation nationally as well as internationally, as evidenced by the many visitors who go through the plant from time to time from all parts of the world. Last week, M. Yasumoto, of the Sancko Engineering Company, of Tokyo, Japan, was a visitor at the Bayuk factory, and was enthusiastic in his praise of the modern equipment, sanitary regulations, and the excellence of the product after making a trip through the factory building.

L. Correa, Cia Cylde Tobaccos de Filipinos, of Manila, Philippine Islands, was likewise a visitor through the factory last week and expressed himself as highly pleased with his trip through the building also.

Ray W. Bickett, of Cincinnati, distributor of Bayuk cigars in that territory, was in town on his first trip to the East, and also enjoyed a very interesting and instructive trip through the Bayuk factory.

A. A. Montebello, manager of the Auburn Tobacco Company, Auburn, N. Y., distributors of Bayuk cigars in that district, was likewise a visitor, and had a very enjoyable trip through the plant.

Charles Steffens, Ohio and Illinois territorial manager for Bayuk's, dropped in at headquarters last week and arranged for increased shipments to his territory for the remainder of the year.

YAHN & McDONNELL HAVE FALL SHOWING

On Monday and Tuesday of last week, Yahn & McDonnell, distributors of cigars, smokers' articles, etc., were hosts to their dealer customers and they were shown the latest novelties in smokers' articles, holiday packings of cigars, etc.

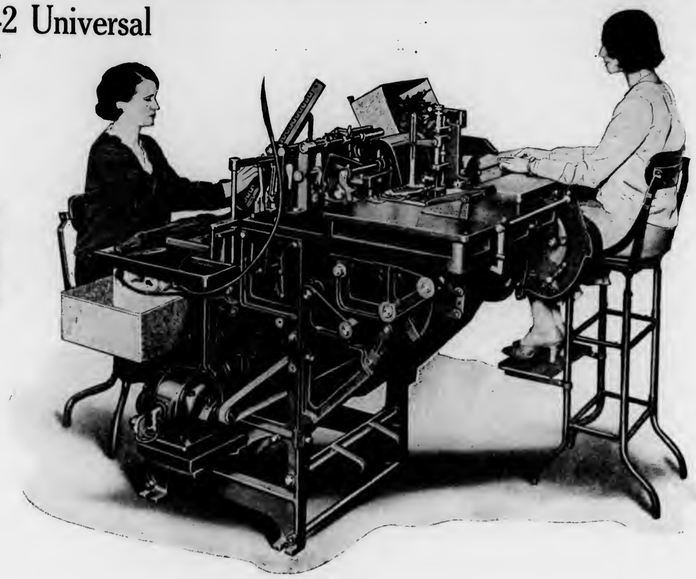
Invitations were issued to the trade and a large number visited their headquarters at 617 Chestnut Street, and placed very gratifying orders for their holiday requirements. A splendid buffet luncheon was served on both days, and the affair was pronounced a great success by both the guests and the hosts.

Visitors appeared from as far west as Harrisburg to grasp the opportunity to see the latest creations in special offerings for their customers.

The shipping department at Yahn & McDonnell has assumed the hustle and bustle of the holiday season and a tremendous volume of goods is being shipped to their many customers daily, with "Optimo" and "Blackstone" cigars, of course, being included in every order. These two brands continue to enjoy a splendid volume of business.

The New Model S-2 Universal "Cross Feed Type" Long-Filler Bunch Machine

Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.



WE list here a few of the important and highly efficient features of the Model S-2 Universal "Cross Feed Type" Long Filler Bunch Machine:

A—The filler is fed into the trough of the Cross Feed in a continuous stream and automatically cut to the proper length, insuring well filled out bunches throughout their entire length.

B—Automatic in its operation, it feeds, and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are the laying of the binder on the rolling table and placing the filler in the feed trough.

C—The Suction Binder Equipment assures an increased yield of binders also smoother and more perfectly rolled bunches.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Easily and quickly adjusted for any size or length of bunch or for right or left hand bunches.

G—Any shape or size bunch can be made on the same machine with slight mechanical changes.

H—Can be used on mold work or in conjunction with the Universal Model "R" and other Automatic Cigar Rolling Machines.

I—Quickly and accurately adjusted to different conditions of filler.

J—Assures uniformity of bunches at all times in both size and weight.

K—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

THIS, our latest Long Filler Bunch Machine, the Model S-2 "Cross Feed Type", has been subjected to the severest practical factory tests in the making of high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length.

The filler is fed into the "Cross Feed" trough in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

The price of the Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, is $2,325.00. F. O. B. our factory, Newark, N. J.

Rebuilding Model T "Blending Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed Type" will cost $1,000. Doing the same with Model S "Standard Type" Universal Long Filler Bunch Machines will cost $750 F. O. B. our factory, Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

CAPPER-KELLY BILL FOR EARLY ACTION

THE ASSOCIATED Cigar Manufacturers and Leaf Tobacco Dealers, under the able leadership of John H. Duys, is strongly opposed to the price-cutting which has been so prevalent in the tobacco industry and are making a strong effort to obtain support for the enactment of the Capper-Kelly Honest Merchandising Bill, which is aimed to allow the manufacturer to fix the retail resale price of his manufactured article.

Mr. Duys recently addressed a frank letter to Congressman Kelly stating the position of the members of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, and asking Congressman Kelly for information as to the standing of the bill. Mr. Kelly promptly dispatched a courteous letter to Mr. Duys setting forth the facts in the case.

Mr. Duys' letter to Mr. Kelly was as follows:

"My dear Mr. Kelly:

"The members of the Associated Cigar Manufacturers and Leaf Tobacco Dealers, of which organization I have the honor to be president, are much interested in the measure now before Congress known as the Capper-Kelly Honest Merchandising Bill, which, we understand, is intended to legalize contracts between manufacturers of trade-marked or otherwise identified merchandise and their distributors to maintain the resale prices of their products; in other words, that the bill, if enacted into law, would assist materially in putting an end to what is commonly termed predatory price-cutting. We believe that the tobacco industry suffers as much from this type of price-cutting as any other in the country and that if the measure should prove effective our industry would be greatly benefited thereby.

"Our members, however, have noted that there seems to be a wide difference of opinion among business men as to whether there is a reasonable prospect that this legislation will be seriously considered at the coming short session of Congress. In certain quarters it seems to be the opinion that the bill would probably pass the House of Representatives if it could be brought to a vote, but that obstructive tactics are likely to be employed to prevent action. On the other hand, we are advised that the bill is in good position and is likely to be considered and voted upon in the House early in the coming session.

"I would appreciate a frank statement from you with respect to the parliamentary situation as it affects this bill; also as to whether the passage of this measure would in any way assist the business men of the country in overcoming the general depression which apparently prevails very extensively throughout the country.

"The predecessor of this organization, the National Cigar Leaf Tobacco Association, at its annual conventions for the past several years has adopted resolutions indorsing the Capper-Kelly Bill. If it would be helpful in the present emergency for our members to take this matter up with their individual Congressmen and you will so indicate, I shall be pleased to bring it to their attention.

"With kind regards,

"Very truly yours,

"JOHN H. DUYS,
"President."

Replying to Mr. Duys, Congressman Kelly says:

"My dear Mr. Duys:

"I am very glad indeed to have your letter of the 11th instant regarding the Capper-Kelly Honest Mer-

(Continued on Page 16)

BERT JOHNSON DIES IN DETROIT

ON Tuesday, November 25th, Bert Johnson, one of the best known retailers in Detroit, died at the Harper Hospital in that city. He had been in ill health for more than two years, and had spent a large part of the last year in the hospital, but his death came as a great shock to his many friends in the trade.

Mr. Johnson was born in Detroit, about sixty-two years ago, and purchased his first retail cigar stand on Congress Street, about forty years ago. Since that time he has owned various retail stands, and at one time operated a chain of five stands.

Following the death of his son, about two years ago, Mr. Johnson gave up all of his stands except the one in the G. & R. McMilan's grocery store, on Woodward Avenue, at Fort Street.

Funeral services were held on Friday, November 28th, with interment at Woodlawn Cemetery.

He was a member of the Detroit Athletic Club, the Detroit Yacht Club, the Detroit Rotary Club, the Detroit Commandery of the Shrine, and Kilwinning Lodge, F. and A. M.

He is survived by one sister and a nephew, his wife and son, having passed away several years ago.

DUYS TAKES OVER MARQUSEE

On December 1st, the firm of H. Duys & Co., Inc., takes over the firm of Julius Marqusee & Son, Inc., which has been under the control of the Duys Company for several years.

The Connecticut Department, located at Hartford, Conn., will in the future be operated under the name of H. Duys & Co., and under the management of Morris J. Levi and Harry J. Fisher.

The Marqusee office at 141 Water Street will be closed and the business will in the future be conducted from the office of H. Duys & Company, at 142 Water Street. The Duys Company will specialize in the same types of tobacco as were carried by the Marqusee Company.

51 PER CENT. WARD BAKING COMPANY PROXIES CLAIMED

The committee of stockbrokers of the Ward Baking Corporation, which is seeking proxies to call a special meeting to elect a new management headed by George K. Morrow, chairman of the Gold Dust Corporation, claims to have received authorizations from more than 51 per cent. of the stockholders to effect the change.

Letters to stockholders said an investigation into the company's affairs by some of its largest stockholders has convinced them that prompt action is necessary by all stockholders to save the business of the company from further impairment.

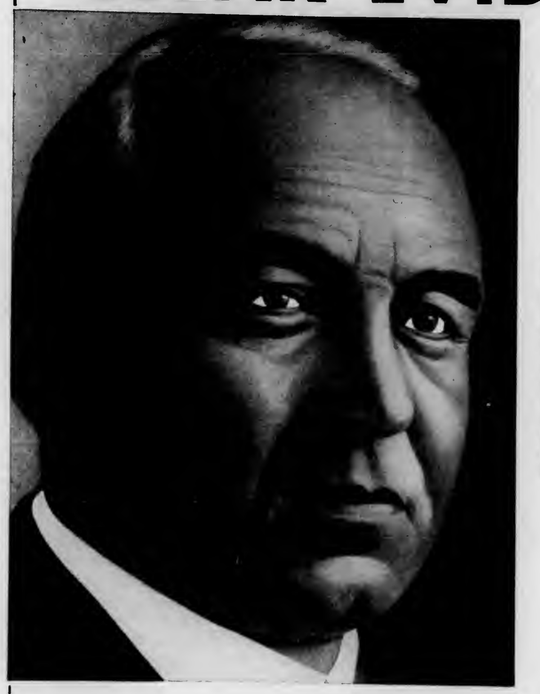
Directors of the company urged stockholders to disregard attempts of the Morrow group to obtain proxies to overthrow the present management.

N. Y. LEAF BOARD DINNER DECEMBER 11TH

The New York Leaf Tobacco Board of Trade will hold its fifth annual banquet on Thursday, December 11th, at the Epicure restaurant, located at 40 Stone Street, which is nearby the downtown leaf tobacco district.

The affair this year is expected to outshine all previous banquets of the Leaf Board and those who expect to attend are urged to forward their reservations early to Henry Fisher, president of the board.

"CLEAR EVIDENCE"



Says

L. J. HOROWITZ

Chairman of the Board
Thompson-Starrett Co., Inc.

Builders of the new Waldorf-Astoria Hotel, the Woolworth Building, the Paramount Building, the Equitable Building, New York, the General Motors Building in Detroit; the Palmer House in Chicago.

"When modern enterprise joins hands with sure-footed experience, success becomes a certainty. The fusion of these two important factors has given Thompson-Starrett over a billion dollars worth of activity in thirty years. It is interesting to note the application of this same principle in your business. Its clear evidence is your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos."

L. J. Horowitz

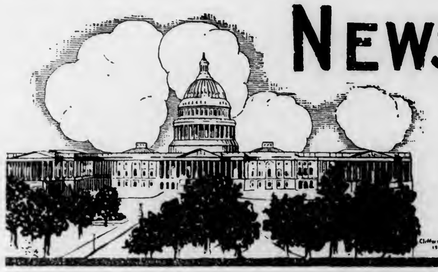
Everyone knows that sunshine mellows—that's why TOASTING includes the use of the Ultra Violet Ray. LUCKY STRIKE—the finest cigarette you ever smoked, made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED." Everyone knows that heat purifies and so TOASTING removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating!

"It's toasted"

Your Throat Protection—against irritation—against cough

Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. L. J. Horowitz to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Horowitz appears on this page.

© 1930, The American Tobacco Co., Mfrs.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A PROTEST on behalf of organized labor against any action on the part of the Treasury Department to promulgate regulations under the indentured and forced labor provisions of the Hawley-Smoot tariff law that would exempt imports of Sumatra wrapper tobacco, without labor being heard thereon, was entered in November by M. J. Flynn, executive secretary, America's Wage Earners Protective Association.

Conferring with high officials of the department, it is understood that Mr. Flynn, having heard of a movement to favor Sumatra tobacco, stated that if assured that domestic producers could supply the local requirements for this tobacco, he would be inclined to demand its inclusion among those commodities the entry of which will be banned under the provisions in question. A meeting of representatives of domestic producers of Connecticut, Massachusetts, Florida and Georgia, with members of the association represented by Mr. Flynn, is soon to be had, it is said, and at that time the claims of the tobacco growers of an ability to fill home market requirements with American-Sumatra tobacco would be analyzed.

Mr. Flynn and his associates of the labor organization were active in securing the adoption by Congress of these provisions and the strengthening of the convict labor clauses. It is understood that his mission in Washington was to confer with the treasury officials on the latter, the regulations concerning which have not yet been promulgated, and that while talking over these he entered protest against the move to permit free movement of the wrapper tobacco.

Labor's proposal is to exclude from entry into the United States all commodities made by what it calls "slave" labor—forced or indentured labor. The provisions of the law will not become effective until 1932, that date being agreed upon to give importing industries an opportunity to adjust themselves to changed conditions of trade. It is understood that phosphate rock from Morocco would also come under the ban, but rubber, coffee, cocoa, and other commodities that may or may not be so produced would not fall under the ban because competing commodities are not grown here.

Employment Situation Improves in October

Improvement in industrial and employment conditions throughout the country, which have been seriously depressed for the past year, is indicated by surveys just completed by the United States Employment Service which shows that, while there was still a great deal of idleness in October, there was apparently no increase in the number of unemployed.

This, it is pointed out, is a very favorable situation, since there is usually increased unemployment in October as industries which are most active during the summer months begin to close down.

With federal, state and local officials, business men and civic organizations actively engaged in the campaign to increase employment, it is believed that the low point has been passed and that conditions will steadily improve during the next few months. Already, it is claimed on behalf of the President's Emergency Committee for Employment, assurances have been received from all sections of the country that business houses and manufacturers will lay off or discharge no more employees but will make every effort to keep at work those now employed and to increase forces as rapidly as possible.

While the best that can be hoped for the winter is to give some employment to as many persons as possible, every effort is to be made to increase prosperity by expanding operations to such an extent that industry generally will be ready for a big expansion in the spring.

Many Firms Canvassed For Census of Distribution

Approximately 1,500,000 retail and wholesale establishments and country buyers, 100,000 construction contractors and 17,000 hotels were canvassed in making the first nation-wide census of distribution this year, it is disclosed in the annual report of Director of the Census William M. Steuart, just submitted to Secretary of Commerce Lamont.

This, the report states, is but one of a large variety of activities in which the bureau is engaged and which, this year, included the decennial census. During recent years, it is pointed out, the scope of the bureau's inquiries covering industry and commerce has steadily extended, the census of distribution being an example of the efforts of the Government to give business data which will be of service and value.

As a result of these numerous surveys, it is declared by Director Steuart, a great mass of statistical information is being made available for the use of industrial and business men generally. Much of this information has a permanent value, but its immediate practical value depends upon promptness of publication and dissemination, in which the bureau is largely at the mercy of those whom it would serve.

"It cannot be too strongly emphasized that if business and industry want statistics published promptly enough to be of real current value," he asserts, "business and industry must co-operate with the Bureau of the Census in doing two things: First, simplifying the questionnaires so that the data called for can be supplied readily and easily; second, filling out these questionnaires and mailing them to the bureau promptly

(Continued on Page 14)

Pipes were *born* for tobacco like this!

A PIPE without P. A. is like a locomotive without a track; it's not going anywhere in particular. In fact, if I couldn't get P. A., I wouldn't have any use for a pipe. Open a tidy red tin and *smell* what I mean. Then . . . load-up and light-up.

Cool as a copper's "Is this your car?" Sweet as his let-off, "Don't park here again!" Mellow and mild and long-burning, down to the last sweet drag in the bowl. Thousands of men who thought they could never smoke a pipe changed their minds when they met P. A.

Try some Prince Albert this very day, either in a pipe or rolled in the makin's papers. Then you will understand why I am so hidebound on the subject of smoking-tobacco. You can't be too particular about anything that means so much to a man's peace-of-mind.

PRINCE ALBERT

—the national joy-smoke!

No other tobacco is like it

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

PENNSYLVANIA CROP YIELDS LESS

THE Pennsylvania Federal-State Crop Reporting Service in a bulletin recently released states "Some tobacco fields in Pennsylvania are scarcely worth harvesting and both yield and quality for the State as a whole are the lowest on record. The percentage of fillers in some localities in Lancaster County is so great that sorting promises to be unprofitable. The crop in general is curing well and is nicely colored, and is now estimated to run 955 pounds to the acre.

"With an acreage slightly more than 5 per cent. greater than that harvested in 1929, the production of tobacco this year, for the country as a whole, is not expected to exceed last year's crop. Possible increases in production due to the larger area planted were about offset by low yields resulting from the prolonged summer drouth in many States. The yield per acre this year of 709.5 pounds is the lowest reported since 1897, being approached in recent years only in 1928 when the yield was 725.7 pounds per acre. Quality is also below average. Cigar leaf will exceed last year's production by 6 per cent., the decline in New York, Pennsylvania and Georgia-Florida, being more than offset by the increase in the other cigar-leaf States.

"Applications for the tobacco grading service were approved by the Tobacco Section, U. S. Department of Agriculture, the week of October 29 for thirty-two warehouses in the Kentucky and Tennessee fire-cured tobacco district. This is the largest number of applications approved within one week since the inauguration of the service.

"There seems to be a revival of interest in co-operative tobacco marketing. According to the *Progressive Farmer* for October 15-31, when it comes in North Carolina and Virginia, 'farmers will have the benefit of: 1. All the experience of the old Tobacco Growers' Co-operative Association. 2. All the help of co-operative marketing exports in the Federal Farm Board. 3. All the wisdom of our own State agricultural leadership, the agricultural colleges, etc.' "

State	Production Nov. 1, 1930 Estimate 1000 lbs.	Production Oct. 1, 1930 Forecast 1000 lbs.
Massachusetts	10,881	9,672
Connecticut	33,020	31,496
New York	760	789
Pennsylvania	38,104	40,898
Ohio	46,645	46,989
Indiana	14,231	12,060
Wisconsin	48,000	46,000
Minnesota	1,650	1.650
Missouri	4,680	4,550
Maryland	19,260	18,000
Virginia	92,820	92,274
West Virginia	6,566	6,664
North Carolina	539,095	539,095
South Carolina	94,430	94,430
Georgia	104,786	104,786
Florida	11,008	11,008
Kentucky	333,125	321,850
Tennessee	119,260	114,109
Louisiana	460	460
United States	1,518,781	1,496,780

YORK COUNTY BANQUET DECEMBER 11

PLANS are rapidly being completed for the tenth annual banquet of the York County Cigar Manufacturers' Association, to be held on Thursday evening, December 11th, in the Hotel Yorktowne, York, Pa.

Charles C. Meads, L. Earl Grove and James W. Kelly comprise the committee in charge, and they have announced that the affair this year will be bigger and better than ever. And, that is saying something.

Captain Irving O'Hay, U. S. Army, retired, has been engaged as the principal speaker and entertainer. And for those who have not heard of Captain O'Hay, he is a humorist, traveler and thinker, of no mean ability. He is said to have the humor of Mark Twain, the philosophy of Mr. Dooley and the wit of George Ade. His humor makes men think and laugh. He is a connoisseur of wars, having served in Cuba in 1897, insurrectos under Maximo Gomez; Cuba, 1898, Roosevelt Rough Riders; South African Boer War, 1899-1902, First Barbant's Horse, Colonial Cavalry; Balkans, 1905, Foreign Legion of the Serbian Army; Honduras, 1907, Revolutionary forces under Lopez; Nicaragua, 1907, Revolutionary forces under Zalenda; Mexico, 1910, Revolutionary forces under Madero; Canadian Expeditionary forces, 1915-1916; in France enlisted as private in 1917, and retired as a captain in 1920.

In addition to Captain O'Hay, the committee has secured from the National Broadcasting Company, the Mitchell Brothers, John and Bill, heard over the radio in "Cabin Door Hour," "Cotton and Morpheus," "Buck and Wing," and other well-known programs.

The principal item on the menu, as usual, will be roast York County turkey with chestnut filling. T. E. Brooks, president of the association, will act as toastmaster, and it is expected that three hundred fifty guests will be present, representing the tobacco industry in all parts of the United States.

PHILADELPHIA FIRST FREE PORT

The first warehouse in the United States established for the exportation of manufactured tobacco without the payment of the internal revenue tax, has been located in Philadelphia, according to an announcement made last week.

Under Section 317 of the 1930 Tariff Act, the exportation of manufactured tobacco is permissible if the goods are to be consumed as sea stores aboard ships going to foreign ports.

Provisions for exporting manufactured tobacco was incorporated in the tariff bill to enable American manufacturers to compete with foreign nations in supplying ships' crews and passengers.

IS THERE ONE?

The *Spokane Spokesman Review* says people who smoke too much, according to an authority on diet, are usually victims of a faulty diet. Being undernourished, they crave stimulants.

This having been settled, the only thing to do is to find somebody who admits he smokes too much.

TWENTY-FIVE YEARS AGO

The Philadelphia *Public Ledger,* on Tuesday, under the heading "Twenty-five Years Ago Today," said that the American Federation of Labor refused to grant a charter to the National Stogie Makers' League, according to a Pittsburgh dispatch, because the trade was too closely identified with cigar-making.

LIGGETT & MYERS MAY EARN $8.50

ACCORDING to the *Wall Street Journal,* conservative estimates are that Liggett & Myers earnings this year will be in excess of $8 a share, and may reach as much as $8.50. Thus, the stock has been selling at only ten times the prospective revenues of the current twelve months.

In 1929 the company showed earnings of $7.82 a share on the smaller amount of stock outstanding. Common stock of the company was increased twenty per cent. early this year by the subscription privilege which was given stockholders. The company pays $5 a share a year, which includes $1 extra, and, at recent levels, a yield of six per cent. has been obtainable.

GERMAN TARIFF NOT RETALIATION

Secretary of State, Henry L. Stimson, recently dispatched the following letter to Senator Overman, in reference to the tariff increase by Germany on imports of leaf tobacco:

"My dear Senator Overman: In connection with the proposed increase in the German Customs Duty on leaf tobacco, I wish to advise you that the department has received a telegram from the American ambassador at Berlin, in which he reports that he has discussed the matter informally with the German minister for foreign affairs. The minister for foreign affairs told the ambassador that such an increase had been decided upon by the German cabinet, and that it went hand in hand with an increase of the tax on tobacco, which the chancellor had already specified in his financial reform measures. The increase of tax and duty has been decided upon as a fiscal measure, and was not designed to prohibit the import of foreign tobacco, which, the minister told the ambassador, would only result in increased unemployment in German tobacco factories.

"There would appear to be no element of discrimination against American interests in the proposed duty and, in the absence of such discrimination, you will, of course, realize that there is no basis for objection by this government."

CIGARETTE TAXES $3 PER CAPITA

Three dollars in cigarette taxes to the federal treasury is the annual per capita payment of every person in the United States, according to estimates based on figures compiled by the United States Bureau of Internal Revenue.

Total cigarette taxes for the fiscal year ended June 30, 1930, were $359,816,274, an increase over the preceding year of $17,864,723. This increase continued during the first quarter of the present fiscal year because of greater public demand for cigarettes which authorities attribute to the removal of harmful irritants by modern methods of manufacture, such as the toasting process which includes the use of the ultra violet ray.

The per capita use of cigarettes today is 1000 a year, on which the Government collects $3 in taxes. Six cents must be paid to the Federal Government for every package of twenty cigarettes, and the stamps must be bought and attached before the cigarettes leave the factory.

The tobacco tax was the only general sub-division showing an increase in the report of federal tax receipts for the quarter ended September 30, and cigarettes paid $97,881,500 for the three months as compared with $96,020,214 for the corresponding period a year ago.

REYNOLDS ATTRACTIVE HOLIDAY PACKINGS

THE R. J. REYNOLDS TOBACCO COMPANY announces that its Christmas packages of "Camel" cigarettes and "Prince Albert" tobacco are now being distributed to the trade.

The holiday line comprises three packages, the pound tin of "Prince Albert" in a new holiday carton, and two different packings of "Camels," one the conventional ten-pack carton and the other a carton of four tins of fifty each. The latter is a new member of the Reynolds Christmas family. The new carton for "Prince Albert" is hexagonal in shape.

Pictured above is the R. J. Reynolds Tobacco Company's Christmas line, now being distributed to the trade. The "Prince Albert" hexagonal carton is a new holiday dress and the "Camel" package of four tins of fifty each is a new member of the Christmas family.

All packages are brilliantly colored in red and green and are provided with blank spaces for forwarding addresses and names of donors, making a highly attractive gift group.

"LUCKY STRIKE" HOUR CHANGED

Beginning Thursday, November 20th, the "Lucky Strike" dance orchestra, under the direction of B. A. Rolfe, broadcast an hour of dance music through WEAF and a coast-to-coast network from 10 to 11 P. M., Eastern Standard Time.

The new broadcast took the place of the Thursday program which was heretofore sent out through WJZ and an Eastern network at 8 P. M. and repeated at midnight for the benefit of a Southern and Western group of radio stations. The "Lucky Strike" dance orchestra now reaches a country-wide audience three nights weekly—on Tuesdays, Thursdays and Saturdays.

GEORGE W. HELME EXTRA DIVIDEND

Directors of George W. Helme Company, manufacturers of snuff, have declared an extra dividend of $2 on the common stock in addition to the regular quarterly disbursement of $1.25 a share, payable January 2 to stock of record December 11. The extra payment is similar to that paid in the last two years.

NEW "BLACKSTONE" COPY TO APPEAR SOON

CHRISTMAS advertisements based on the most successful campaign ever carried out by Waitt & Bond, manufacturers of "Blackstone" cigars, will soon make its appearance in newspapers throughout the country. In one of the advertisements will appear the photographs of seven of the prettiest hotel and restaurant cigar girls in America. They will advise: "Give him Blackstones for Christmas."

During the year "Blackstone" advertisements have carried large pictures of a cigar girl in some well-known club or hotel and her story of why men choose "Blackstones." Other advertisements have featured headwaiters of exclusive hotels, stewards in the great ocean liners, and porters on the fast limited trains. These advertisements, as will the Christmas series, have appeared on the sport pages of newspapers everywhere.

The campaign plus an entertaining radio program featuring Frank Crumit and Julia Sanderson has resulted in Waitt & Bond's business forging ahead nearly 10 per cent. during a year when business as a whole has slipped behind. An excellent Christmas business is anticipated. The holiday advertisements will appear twice a week. Large newspaper space will be used.

ONLY 183 COLUMBIA FRESHMEN SMOKE

Out of 628 new students at Columbia University, only 183 of the new students used tobacco, according to statistics released by Dr. William H. McCastline, Columbia University medical officer.

Ages of the new students range from fourteen to thirty-two years, with the greatest number in the years seventeen and eighteen. Of the 183 students who used tobacco, the majority had commenced at the age of seventeen. The average daily consumption of tobacco for the smokers was found to be ten cigarettes or less for 129 freshmen, with greater quantities, ranging upwards to forty cigarettes a day, for the remainder. Pipes and cigars were far less popular, but the exact figures were not revealed.

A REAL BUSINESS OPPORTUNITY

For those interested in securing a real business, there is such an opportunity nearby in Montgomery County. The business consists of a confectionery and cigar store with a soda and lunch counter and doing an annual gross business of more than $45,000 with a net profit of 13 per cent. Anyone wishing full particulars in connection with the purchasing of this business may receive same by addressing Box 551, in care of THE TOBACCO WORLD.

TOBACCO ANTI ADOPTS WOMAN

Dr. Charles G. Pease, seventy-seven years old, who crusades against tobacco in a practical way, last week adopted Mrs. A. Audrey Uric Fiedler, forty-six-year-old wife of a real estate agent.

Papers of adoption were filed in New York on last Wednesday.

Dr. Pease for many years has been president of the Non-Smokers' Protective League of America. During the World War he campaigned against sending tobacco to service men. "It was a good time," he said, "to cure them of the terrible habit."

FREEMAN ELECTED PRESIDENT T. S. A.

AT THE recent meeting of the Tobacco Salesmen's Association, New York Branch, Joseph Freeman was elected president of the branch and installed in his new office.

Other officers elected were Bert Berl, first vice-president; Ben L. Lashow, second vice-president; Max Berliner, treasurer; Leo Rieders, secretary; Harry Black, recording secretary, and Henry Gottlieb, sergeant at arms.

Those elected to the board of directors are: Louis Tropaurer, Lawrence W. Kinstler, Herman J. Goldwater, Jonas J. Ollendorf, George J. Solomon, Sidney J. Freeman, A. J. Silett, Sam Fordin, Jack Eckstein, Jack Cohen (retiring president) and Bert Berl.

Delegates to the National Board of Tobacco Salesmen's Association are as follows: Albert Freeman, Jack Cohen; alternates, Charles Karnow, Maxwell Rubin.

Delegates to Tobacco Merchants' Association: Sidney J. Freeman, Jesse G. Powell; alternates, Samuel Josephson and Gordon H. Newman.

RECEIVER FOR NATIONAL CIGAR COMPANY

New York State Deputy Attorney General Donovan, of the Bureau of Securities of that State, has succeeded in securing the appointment of a receiver for Fosters Financial Forecast, Incorporated, a publication making stock quotation forecasts; Foster & Foster, Incorporated, a brokerage house; Eugene A. Sachs and Joseph R. Boucot, according to an announcement made last week. The defendants were described by Mr. Donovan as the organizers of the National Cigar Company, Incorporated, in Delaware, with an authorized capitalization of 250,000 shares of no par value.

This company was organized after an action was started to enjoin sale of the securities of Bayuk Tobacco Products, Incorporated, whose assets were then taken over by its successor. This company bore no relationship to the large cigar manufacturing business of Bayuk Cigars, Incorporated, of this city.

The defendants in the present proceedings, according to Mr. Donovan, urged purchase of the stock, with the statement that the National Cigar Company owned several large cigar companies and that the stock was listed on the New York Stock Exhange. Both of these assertions were without foundation, according to Mr. Donovan.

An injunction was obtained against the operations of the Foster group in November, 1929, and since that time, and until the appointment of a receiver two weeks ago, investigators have been at work on the assets of the companies.

MARYLAND HAS $5,000,000 CROP

According to W. B. Posey, tobacco specialist of the University of Maryland, who has completed a tour of the tobacco-growing regions of the State, Maryland tobacco growers will receive approximately $5,000,000 for their cured crop this year.

This opinion is backed by officials of the State Tobacco Warehouse, where all Maryland-grown tobacco, cased in hogsheads, must be checked and passed upon by State inspectors.

Nearly 90 per cent. of the production has been sold or contracted for, and the 1930 cured crop will total more than 18,000,000 pounds. The average price to farmers will be around 22 cents a pound.

REYNOLDS EARNINGS MAY EXCEED 1929

IN a recent article dealing with the business of the R. J. Reynolds Tobacco Company, the *Wall Street Journal* says, with results for the year to date showing both sales and profits ahead of 1929, the R. J. Reynolds Tobacco Company will show earnings for the current year considerably in excess of the 1929 record. It will be the tenth consecutive year in which Reynolds has shown an increase in earnings.

The first was 1921, when net income after all charges jumped to $16,258,323 from $10,691,294 in 1920. With varying rates of increase, earnings mounted steadily from year to year, until, in 1929, they reached the record high of $32,210,251.

While business volume in the last two months of the year may affect the final results, present indications are that net income for 1930 will total around $36,000,000. With 1,000,000 common shares and 9,000,000 common B shares outstanding, such earnings would be equal to $3.60 a share on the combined issues.

The heavy volume of business transacted by the R. J. Reynolds Tobacco Company in the first ten months of 1930 was ahead of 1929. A considerable contribution was made to the volume by "Prince Albert" smoking tobacco and plug, both of which moved against the trend as indicated by government statistics.

Those lines of the tobacco industry yield a higher margin of profit than others that are more competitive. The large volume which Reynolds has built up in those lines will aid this year in establishing a new record for earnings. Sales of "Camel" cigarettes this year are reported to be showing a slight increase over sales in 1929, just as that year showed a small gain over 1928.

Last year Reynolds utilized most of the principal advertising mediums in presenting "Camel" cigarettes, but the radio was not used. This year, however, a radio hour has been added to the program of advertising, the periodical advertising has been expanded, and a greatly increased amount of newspaper space is being purchased. Window displays and bill boards have been used continuously throughout the year for advertising "Camel" cigarettes.

Until advertising expenditures bear fruit in substantial sales increases, they constitute a drain on earnings, so that the company considers satisfactory the increase which will be shown in earnings this year in the face of much heavier advertising expenditures.

Dividend payments in 1930 as well as earnings will establish a new high record for the company. In December, 1929, Reynolds established the common and common B stocks on a $3 annual dividend basis, so that this year total disbursements will reach $30,000,000, the greatest amount ever distributed as regular dividends in one year by any cigarette company.

Last year's payments were $25,500,000 against $26,000,000 in the two preceding years, so that, within four years, Reynolds will have distributed to common and common B stockholders $107,500,000 out of earnings in the same period of between $126,000,000 and $128,000,000.

Both classes of Reynolds common stock are listed on the New York Stock Exchange, and both receive $3 annually in dividends. The common stock has sold voting power and sells currently around 74. The common B stock, which is the more popular trading medium, currently is selling around 43, against the year's high of 58⅞ and the low of 41½. The yield at current level is close to seven per cent.

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

"BEST OF THE BEST"
OP'TIMO
VERY MILD
VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

News from Congress

(Continued from page 8)

instead of waiting until after several 'reminders' have been sent."

Industries Co-operating on Unemployment Relief

Hearty co-operation with the Government in its effort to meet the unemployment problem is being offered by the industries of the country, it is shown by reports which are reaching the office of Col. Arthur Woods, chairman of the President's Emergency Committee for Employment.

A large number of concerns have signified their intention of retaining their forces as fully as possible, Col. Woods said, and others have made arrangements for so splitting up the work as to give a living wage to additional workers.

Unless industry co-operates with governmental agencies in dealing with the problem, it has been indicated, there will be severe suffering this winter. The number of unemployed now is estimated at approximately 3,500,000, but it is freely admitted that this is merely a guess and actual figures will not be available until surveys now being made are completed.

It is believed that employment has been given to many additional persons since formation of the committee through methods adopted by business houses and city, county and state governments to meet the emergency. Public works are being pushed with all possible speed, the Federal Government taking the lead by advancing the date of commencement for many million dollars' worth of contracts.

A far more optimistic tone is now perceptible in reports reaching Washington. The country is rapidly being covered by various agencies dealing with the problem of unemployment, and the question is being handled in a practical manner. In this, Col. Woods has had previous experience, having headed the Government's work in coping with the unemployment situation in 1921-1922.

Production Capacity Increases in Last Two Years

Manufacturing productivity of the United States increased 9.1 per cent. between 1927 and 1929, it is shown by preliminary figures just compiled by the United States Census Bureau, placing the total value (at f. o. b. factory prices) of the 1929 production at $68,453,486,518, compared with $62,718,347,289 in 1927.

The report shows an increase of 2.4 per cent. in the average number of wage earners employed in factories, given as 8,550,284 in 1929 against 8,349,755 two years earlier, and an increase of 3.9 per cent. in total wage payments, from $10,848,802,532 in 1927 to $11,271,016,618 last year. The number of establishments reporting was 199,268 for 1929 and 191,866 for 1927.

A comparison of the figures on last year's manufacturing with those of 1919 shows that during the decade the factory production of the country increased 10.3 per cent. and total wage payments increased 7.7 per cent., while the number of establishments declined 7.1 per cent. and the number of wage earners decreased 5 per cent. In 1919, it is shown, there were 214,383 establishments which employed an average of 9,000,059 wage earners for the year who received wages aggregating $10,461,786,819, and the total production of the factories was valued at $62,041,795,316.

OCTOBER CIGAR PRODUCTION OFF

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of October, 1930, and are issued by the Bureau. (Figures for October, 1930, are subject to revision until published in the annual report):

Products	*Oct., 1929*	*Oct., 1930*
Cigars (large):		
Class A.....No.	362,419,155	371,697,080
Class B.....No.	59,989,310	34,396,853
Class C.....No.	258,180,790	199,472,020
Class D.....No.	16,460,252	14,674,258
Class E.....No.	4,661,429	3,620,630
Total.....	701,710,936	623,860,841
Cigars (small).....No.	37,474,653	32,625,093
Cigarettes (large)....No.	1,007,300	445,912
Cigarettes (small)....No.	11,202,293,893	10,947,129,733
Snuff, manufactured..lbs.	3,656,874	3,708,299
Tobacco, manufact'd..lbs.	30,080,640	29,317,758

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Tax-paid products from Porto Rico for the month of October:

Products	*Oct., 1929*	*Oct., 1930*
Cigars (large):		
Class A.....No.	11,196,940	12,150,460
Class B.....No.	319,500	492,750
Class C.....No.	1,783,590	1,338,600
Class D.....No.	15,200	4,600
Class E.....No.	1,000	1,000
Total.....	13,316,230	13,987,410
Cigars (small).....No.	1,000,000	1,000,000
Cigarettes (large)....No.	425,800	300,000
Cigarettes (small)....No.	140,820	3,000,000

Tax-paid products from the Philippine Islands for the month of October:

Products	*Oct., 1929*	*Oct., 1930*
Cigars (large):		
Class A.....No.	18,243,165	15,778,430
Class B.....No.	228,097	131,207
Class C.....No.	97,302	120,104
Class D.....No.	1,550	2,050
Class E.....No.	4,020	18,030
Total.....	18,574,134	16,049,821
Cigarettes (small)....No.	377,080	267,590
Tobacco, manufact'd..lbs.	309	185

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the October statement of Internal Revenue collections:

Objects of Taxation	*First four months Fiscal year 1930*	*1931*
Tobacco manufactures:		
Cigars	$8,541,712.95	$7,170,146.72
Cigarettes	129,652,365.59	130,739,467.10
Snuff	2,397,489.28	2,364,466.27
Tobacco, chewing and smoking.....	21,575,105.28	20,594,483.42

WHAT A GIFT!

THE Congress Cigar Company, manufacturers of "La Palina" cigars, are launching an interesting campaign that will undoubtedly sell many thousands of boxes of "La Palinas" as Christmas presents. They have departed from the conventional picturization of their box and are using a human interest photograph of a man embracing a woman after receiving his Christmas box of "La Palinas." The headline under the picture is "What a Gift" and with this brief phrase the story is complete. The remainder of the advertisement shows a box of "La Palinas" with "JAVA WRAPPED" stripped in on the cover. This will identify their Christmas copy with the "JAVA WRAPPED" Campaign that Congress has been running for the past year. The advertisement is a quarter of a page in size and will appear in leading newspapers throughout the country during the weeks of December 14th and 21st.

At Christmas time the sentimental approach is an especially good one. Congress believes that the old gag about Christmas cigars is as dead as the dodo and that wives, mothers, daughters and sweethearts can be induced to choose America's largest selling high-grade cigar as the ideal gift for a man. Certainly the affectionate embrace enjoyed by the beautiful lady in the "La Palina" ad is a strong argument in favor of giving "La Palina" cigars.

BOBROW EMPLOYS MORE WORKERS

Twenty-five employees have been added to the payroll of the manufacturing plant of Bobrow Brothers, located on South Cameron Street in Harrisburg, and this addition brings the total number of persons on the payroll in that factory up to 185, which is the maximum number of workers that the plant can employ with its present facilities.

Orders on hand indicate that the plant will operate at full capacity for an indefinite period.

Considerable new machinery has been put into use since the fire which damaged the plant last summer.

RAIN HELPS PORTO RICAN CROP

Rains in some parts of Porto Rico have greatly improved the outlook for some crops, but in the case of tobacco, drought has killed many plants in seedbeds in the principal growing regions reducing early plantings there. Some authorities claim new seed can not be developed in time for further plantings in the mountain regions, and that the total acreage will be below normal. Others predict further plantings there which will bring the total tobacco acreage up to above that of last season. (Trade Commissioner J. R. McKey.)

CUBAN LEAF QUALITY OFF

Preliminary reports on the present tobacco crop show large production of low grade tobacco, while the crop of high grade tobacco is said to be scarce. The unusually large percentage of low grade tobacco has decreased the average price received by the tobacco growers, which in the Remedios section, is around 10 cents a pound as compared with 20 cents for last year's crop. (Edward L. Reed, secretary, American Embassy.)

TOBACCO PRODUCTS DIVIDEND

Directors of Tobacco Products Corporation last week declared an extra dividend of fifteen cents on the Class A stock in addition to the regular quarterly disbursement of twenty cents.

Mae Rose, cigar girl, Hotel New Yorker, New York

These men and women *say,*

Hans Rauhut, smoking-room steward, S. S. Leviathan

"FOR MILDNESS men choose BLACKSTONES"

Ruth Geiger, tray girl, Palmer House, Chicago

HERE are the men and women who really know the cigar tastes of America's successful men. Cigar girls and headwaiters in famous hotels, stewards on the great ocean liners and fast limited trains . . . they tell us that the men who smoke for mildness and quality choose Blackstones.

These popular-priced cigars are widely advertised in newspapers and on the radio. They come wrapped in Cellophane to protect their freshness and purity. More and more they are becoming the favorite smoke of America's successful men.

Joseph Nathan, maitre d'hotel, Buffalo Statler

BLACKSTONE CIGARS

WAITT & BOND, INC., NEWARK, N. J.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. .....President
CHARLES J. EISENLOHR, Philadelphia, Pa. .....Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. .....Vice-President
WILLIAM BEST, New York, N. Y. .....Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. .....Vice-President
GEORGE H. HUMMELL, New York, N. Y. .....Vice-President
H. H. SHELTON, Washington, D. C. .....Vice-President
WILLIAM T. REED, Richmond, Va. .....Vice-President
HARVEY L. HIRST, Philadelphia, Pa. .....Vice-President
ASA LEMLEIN, New York, N. Y. .....Treasurer
CHARLES DUSHKIND, New York, N. Y. .....Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio .....President
CHAS. B. WITTROCK, Cincinnati, Ohio .....Vice-President
GEO. S. ENGEL, Covington, Ky. .....Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio .....Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City .....President
MILTON RANCK, Lancaster, Pa. .....Vice-President
LEE SAMUELS, New York City .....Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. .....President
CHARLES D. COLEMAN, Chicago, Ill. .....Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. .....Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN .....President
SAMUEL WASSERMAN .....Vice-President

CAPPER-KELLY BILL

(Continued from Page 6)

chandising Bill, and I hasten to assure you that this measure is very much alive, and unless all signs fail is practically certain to be considered in the House of Representatives early in the coming session.

"I am familiar with the excellent work in behalf of this measure done by the National Cigar Leaf Tobacco Association, the predecessor of your organization, and I am indeed pleased to learn that you have undertaken the task of organizing and unifying the cigar manufacturing branch of the tobacco industry which, because of the comprehensive distribution of plants throughout the country, gives your trade an almost unique position in that you have representation in a surprisingly large number of Congressional districts. I think your association is to be congratulated in having at its head a man of your standing and unusual familiarity with the personnel of your trade. Surely no one is in better position than yourself to make a success of your organization and to bring it into line with movements for the general business welfare which is the prime object of the Capper-Kelly bill.

"I think this issue is of the greatest possible importance at this time and that the enactment of this bill will go a long way toward ending the widespread depression now prevailing in this country. For some time before the stock market crash came a year ago we were ejoying a period of what has been very aptly called 'profitless prosperity.' Manufacturers and merchants everywhere were seeking to build up volume by reducing prices to the lowest possible level, and frequently, I am sorry to say, by cut-throat competitive methods. In this wild race manufacturers were increasing their discounts, wholesalers were passing the cuts on to the retailers who in turn were giving them away to the consumers merely to increase turnover. In other words, everybody lost sight of the necessity for reasonable profits and sought only to get a new dollar for an old one.

"Price-cutting has never been so rampant as during the past two years. Manufacturers and merchants who have opposed this form of competition have been helpless to keep out of it and have been dragged into the current in the hope of retaining their customers. I firmly believe that a very large part of this nation-wide depression has been due to the fact that we have had no law like the Capper-Kelly Bill to enable the level-headed, conservative business men of the country to protect themselves against the wildcat methods employed by short-sighted, ill-advised and in some cases unscrupulous competitors.

With this law on the statute books the manufacturer of a trade-marked or otherwise identified article will be able to make legal contracts with his distributors, both whoesaler and retailer, to maintain the resale prices of his products. This will give the manufacturer a fair price for his goods, will insure to the wholesaler his reasonable commission or discount, and will assure a living profit to the retailer. Under these conditions competition will be put on a quality basis and every manufacturer will have the greatest possible incentive to put into his products the best of materials and most skillful workmanship. The consumer will benefit also, as he will be able to purchase his favorite brand whereever he may be at a standard reasonable price and will be the beneficiary of the improvement in quality which is certain to follow the abandonment of what you so aptly term predatory price-cutting.

HELPFUL HINTS FOR RETAILERS

IN CONNECTION with the Christmas window poster which is being distributed gratis by Phil. M. Phulofax, D.B.I., associated with Bayuk Cigars, Incorporated, as announced in the previous issue of THE TOBACCO WORLD, Mr. Phulofax is enclosing a memorandum with each poster, in which the poster is designated as a "stop signal to remind puzzled Christmas shoppers that CIGARS are what men appreciate most."

The retailer is also reminded that "Xmas falls on December 25th this year. Put poster into operation *at once*. It's gummed on the face so that you can place on inside of windows. These are times when few people want to give—or receive—useless or expensive gimcracks. But nobody ever gets too many cigars; no matter how often such gifts are duplicated. Drive that thought home. This holiday season is *your* opportunity!"

This splendid poster, which can hardly fail to prove a "business-getter," is only being mailed to those who request it, and any retailer who fails to request one for his window is missing a real opportunity to increase his cigar business during the holiday period.

LANCASTER WAREHOUSE BURNED

Lancaster city police have been seeking an incendiary blamed for setting fire to a large tobacco warehouse at Harrisburg Avenue and Mulberry Street, in that city, on Wednesday night last.

A general alarm was sounded and the flames were confined to one section of the building.

Fire Chief Frank Deen, who investigated, said he is convinced the blaze was of incendiary origin. Dense smoke that filled the three-story building handicapped the firemen, who wore gas masks in fighting the blaze.

SCHULTE AIDS UNEMPLOYMENT FUND

The Schulte Cigar Stores Company contributed 5 per cent. of their sales of Thursday, November 20th, and an additional 5 per cent. contributed by the president of the company to the Mayor's unemployment fund in this city, thus materially aiding the unemployed in maintaining their homes and families through the winter months.

WALGREEN EARNINGS

The Walgreen Company reports for the fiscal year ended September 30 net profit of $1,591,356, equal to $1.55 a share on the common stock. The company has changed its fiscal year to end September 30 instead of December 31. For the year ended December 31, 1929, net profit was $3,130,465, or $3.29 a share.

"The Capper-Kelly Bill is almost at the very top of the House calendar. A special rule has been granted by the Rules Committee and it should be reached and passed before the holiday recess. I hope you will earnestly urge your members to do everything they can to help us, by presenting their views to their Congressmen in vigorous and unmistakable terms while their Congressmen are at their homes, and I want to assure them that the friends of the measure in Congress will leave no stone unturned to place this measure upon the statute books at the earliest possible moment.

"With kind regards,

"Very sincerely yours,

"CLYDE KELLY."

HOW MINUTE DRAMAS ARE PRODUCED

"MINUTE DRAMAS," as presented every Tuesday night over the Columbia network by Henry, George and Flo, require many hours of preparation, according to the authors, A. E. Scott, former theatrical producer, and Thomas McKnight, a writer.

"'Minute Dramas' have been evolved from theatrical 'blackouts,'" said Mr. McKnight. "They are complete little stories of humorous happenings told in as few words as possible. Most important of all they must absolutely possess what we term an ending. In other words, the story must take an unexpected and amusing twist at the climax. On the stage this 'bang' ending would be followed by a swift curtain or by 'lights out.' Thus the 'blackout.' In radio 'blackouts' we substitute several loud bars of music.

"We select 'Minute Dramas' from stories submitted by our company," continued Mr. McKnight. "They are, of course, too long and must be reduced to minute lengths. Next we put these stories into preliminary rehearsal during which most of them are rejected. About one in five is smoothed out and made ready for dress rehearsal.

"At the dress rehearsal we introduce the musical selections and the 'between acts' continuity until the entire drama is woven together into a coherent whole."

In the Henry-George Minute Drama series, "Henry" is played by Herbert Polesie, former KDKA announcer; "George" by Teddy Bergman, one time wrestler and physical instructor; "Flo" by Georgia Backus, actress and Columbia director of dramatics, and "Pete" by Billy Artzt, director of the Henry-George Cigar Band.

MacANDREWS & FORBES EARNINGS

MacAndrews & Forbes Company, Camden, N. J., manufacturers of licorice products, report net profit for the three months ended September 30th, after expenses, Federal taxes and company's proportion from operations of subsidiaries, $273,234, equivalent after preferred dividends to 71 cents a share on the common stock, compared with $359,995, or 86 cents a share for the same period of last year. Nine months' earnings were $781,392, or $2.02 a share, compared with $941,725, or $2.21 a share for the same period a year ago.

MAY ABANDON DIAMOND MATCH PLAN

The Diamond Match Company has extended to December 8 the time for depositing stock under the reincorporation plan.

A statement said that although more than two-thirds of the stock had been deposited, the committee had determined that unless 97 per cent. of the stock is deposited by December 8 it will officially abandon the plan and return deposited stock to stockholders.

Interests holding large blocks of stock in Diamond Match Company, it was learned, are considering plans to persuade the management to declare operative the recapitalization and reincorporation plan. Ninety-one per cent. of the stock had been deposited on November 25th, it was said, and sufficient additional stock is in prospect to bring the amount to 94 per cent., but the management says the plan will be abandoned unless 97 per cent. has been deposited by December 8th. A feature of the reorganization proposal is the issuance of five shares of the preferred and four of new common stocks for each old share.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

DISTRIBUTOR DESIRES JOB LOTS OF CIGARS IN ALL CLASSES. No amount too large. Cash proposition. Address, Distributor, Box No. 550, "The Tobacco World."

BUSINESS OPPORTUNITIES.

REPRESENTATIVE SALESMAN COVERING PHILADELPHIA and surrounding territory, successfully selling reliable retail merchants, desires additional lines with reliable manufacturers; unquestionable references; commission basis. Address E. S. Gerson, 945 N. 67th St., Philadelphia, Pa.

CONFECTIONERY AND CIGAR BUSINESS FOR SALE—Montgomery County, Pennsylvania. Rent $250. Yearly business $45,263.54. Net profit 13 per cent. Full information upon request. Address Box 551, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

GILBERT ACQUIRES "DUBONNET" BRAND

LAST week it became known that the "Dubonnet" brand of cigars, formerly manufactured by the American Exchange Cigar Company, and sold through the United Cigar Stores, had been acquired by the Deisel-Wemmer-Gilbert Corporation of Detroit, and will in the future be manufactured in the Detroit factory of the Barnard Schwartz Corporation.

The high quality of the brand will be maintained and, while it will continue to be featured by the United Cigar Stores Company, it will also become an open brand for the rest of the trade as soon as production will permit of full distribution.

EXPORTS OF LICORICE ROOT FROM IRAQ

The exports of licorice root from Iraq amounted to 17,346,109 pounds in 1929, valued at $112,002, compared with 16,305,004 pounds exported in 1928, valued at $106,855, states American Consul Alexander K. Sloan, in a report released by the Tobacco Division of the Department of Commerce. There is only one company interested in the export of licorice root from Iraq, and it is American. During recent years activities have been curtailed owing to the high labor charges which the company has had to pay for digging, drying, and baling.

LUCKIES INCREASE A HALF BILLION

The American Tobacco Company announced that sales of "Lucky Strike" cigarettes for the month of October, 1930, showed an increase of more than 504,000,000 in sales, as compared with the same month of 1929.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TOUCH DOWN:—45,820. For smoking and chewing tobacco. October 14, 1930. Fisher & Koser Tobacco Co., Hanover, Pa.

HOOK, LINE AND SINKER:—45,822. For cigars, cigarettes and tobacco. September 26, 1930. Drucquer & Sons, Berkeley, Cal.

NEW WESTON HOTEL:—45,823. For cigars. November 18, 1930. Mi-Ador Cigar Co., Inc., New York, N. Y.

BIG FOOT:—45,824. For all tobacco products. November 24, 1930. Petre Litho. Co., Philadelphia, Pa.

TRANSFERS

B. C. A. KEYSTONE:—86 (Tobacco Leaf). For cigars. Registered October 8, 1885, by Boston Co-Operative Association, Boston, Mass. Through mesne transfers acquired by Maurice Welcher, and re-transferred to James N. Fink, Boston, Mass.

B. C. A. HAND MADE:—85 (Tobacco Leaf). For cigars. Registered October 8, 1885, by Boston Co-Operative Association, Boston, Mass. Through mesne transfers acquired by Maurice Welcher, and re-transferred to James N. Fink, Boston, Mass.

HUB:—88 (Tobacco Leaf). For cigars. Registered October 8, 1885, by Boston Co-Operative Cigar Association, Boston, Mass. Through mesne transfers acquired by Maurice Welcher, and re-transferred to James N. Fink, Boston, Mass.

EMBASSY CLUB:—42,517 (T. M. A.). For cigars. Registered November 15, 1921, by G. Gershon, New York, N. Y. Transferred to Anna J. Robinson, New York, N. Y., and re-transferred to Dorothy J. Wolfe, New York, N. Y., September 20, 1930.

MISANTA:—41,203 (T. M. A.). For cigars, cigarettes, cheroots and tobacco. Registered May 14, 1919, by Garrett H. Smith, New York, N. Y. Through mesne transfers acquired by Jacob Erkes, Philadelphia, Pa., and re-transferred to Joseph L. Halpern, Philadelphia, Pa., trading as Halpern Leaf Tobacco Co., October 16, 1930.

LAST SALE FOR 1929 SUMATRA CROP

In the sale held in Amsterdam on October 10th, the remainder of the 1929 Sumatra crop was put up for sale, according to a report received in the Tobacco Division of the Department of Commerce from Dentz and Van der Breggen, Amsterdam brokers. As expected, the greater part of the offerings consisted of very common goods, and only a few lots contained tobacco suitable for the American market; the expensive grades were completely absent.

A few lots, amounting to 936 bales, were bought by American buyers before the sale, which brings the year's total of American purchases up to 26,600 bales, compared with 31,100 bales of the previous crop purchased by Americans. Prices of American grades purchased at this sale ranged from 200 Dutch cents per half kilo for "Deli Maatschy/M/4" to 440 Dutch cents per half kilo for "Deli Maatschy/K/3.

The entire 1929 Sumatra crop has now been sold and the results have been very unsatisfactory for the growing companies, due mainly to lack of rain. The general average was 136 Dutch cents, the lowest figure since 1914.

The larger growing companies barely made good their costs, whereas many of the smaller ones suffered considerable losses. Unfortunately, the expectations for this year's crop are scarcely better, weather conditions having been equally unfavorable. Reports from nine or ten plantations of the Deli Maatschappy, however, seem to be considerably better than the average.

LAVENSON JOINS ZIFFERBLATT

CONFIRMATION of the rumor that Isaac Lavenson, well known to the cigar industry, would become associated with the firm of George Zifferblatt & Company, was made last week when it was learned that Mr. Lavenson had become associated with that company in the capacity of vice-president.

Although Mr. Lavenson was educated as a pharmacist, he has always had a likeness for the cigar industry and has been associated with it from time to time.

More recently he has been associated with the advertising agencies, having been with Wolf and Lavenson, and more recently with the Lavenson Bureau.

Mr. Lavenson is recuperating from a recent serious illness, but expects to jump into the harness with full energy and enthusiasm on January 1st, when an increase in the sales of the "Habanello" brand may be expected.

NINETY YEARS AGO

The Philadelphia *Public Ledger*, under the heading, "Ninety Years Ago Today," on Friday stated an elderly man residing in the lower part of the country asserted he had smoked for the last sixty-seven years on an average of ten cigars a day, making, in all, a consumption of 244,550 cigars, it was noted.

MARTIN CIGAR COMPANY OPENS NEW NO. 10

Saturday, November 15th, saw the opening of the Martin Cigar Company's newest and most modern cigar store and luncheonette in Moline, Ill., and it was a decidedly important event in the lives of the citizens of Moline, as well as the Martin Cigar Company.

The new store occupies the same site as the well-known old Martin Cigar Store No. 10, but the new No. 10 bears no resemblance to the old one.

The new store is modern to the nth degree. Decorations in black, red and gold, are almost futuristic in design, but are still subdued and highly pleasing to the eye. The glass enclosed shelves, the long leather upholstered divan at the rear of the store, and even the two big cash registers are a part of the general color scheme. Jet black predominates, with fine gold lines, while the panels of the long row of cupboards just back of the cigar showcases have doors with panels done in gold.

No expense has been spared in making the luncheonette a place where every craving of the inner man may find satisfaction. Meals are served three times a day, with all supplies coming from the firm's big commissary department in Davenport. Not the least important item on the morning bill of fare are the rolls, which have made other Martin stores famous for years.

Five years after first engaging in the retail cigar business, December, 1910, to be exact, Mr. Martin added Store No. 3, located in Lundell block, to his infant chain. Later he opened his old No. 10 at 509 Fifteenth Street, and big No. 23, in the LeClaire Theatre block, but it was the Lundell block store which convinced Mr. Martin that Moline was a city of opportunity for a merchant with a proper sense of values.

The front of the new store, and, the display windows in particular, are attractive illustrations of the effect obtainable when high-grade material is placed in the hands of expert artisans.

DECEMBER 15, 1930

VOLUME 50 No. 24

THE TOBACCO WORLD

Jewell Seaman, tray girl, Keystone Athletic Club, Pittsburgh

Cecil Stevens, tray girl, Hotel Roosevelt, New York

Mickey Hesen, tray girl, Hotel Lowry, St. Paul

BLACKSTONES
are the cigars that cigar girls recommend

IN the famous clubs and hotels the country over you'll find cigar girls recommending Blackstones. These girls have discovered that Blackstones' extreme mildness and unmistakable flavor of quality have made them a favorite with men who want the best.

Blackstones are wrapped in Cellophane. They are widely advertised in newspapers and on the radio. They're on the way to even bigger sales!

TUNE IN, *Hear the Blackstone Plantation Hour every Tuesday at 8 p. m., Eastern Standard Time, over the Columbia Broadcasting System.*

BLACKSTONE CIGARS
WAITT & BOND, INC., NEWARK, N. J.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

After all nothing satisfies like a good cigar

HOLIDAY PRESENTS

One rarely gives or receives cigars as presents in any other form of container than a wooden box. It's always a "box" of good cigars.

Wooden Cigar Boxes enhance both the appearance and value of their contents.

They do more. They impart to the natural aroma and sweetness of cigars that appealing spicy fragrance of the wooden box.

And, furthermore, the cigars season properly in a natural, vegetable container such as wood.

WHEN BUYING CIGARS
Remember that Regardless of Price
THE BEST CIGARS
ARE PACKED IN
WOODEN BOXES

Volume 50

THE TOBACCO WORLD

Number 24

Established 1881
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, DECEMBER 15, 1930 — Foreign $3.50

FORTY-FOUR STATE LEGISLATURES TO MEET

THE following bulletin has been released by the Tobacco Merchants Association, calling attention of the trade to the necessity of being constantly on guard against possible legislation of the different State Legislatures to tax not only all tobacco products, but many other commodities which may be included in the so-called "luxuries":

The 1931 legislative session is rapidly approaching. Altogether, forty-four states are scheduled to meet in regular session.

During the past few years, tobacco tax bills have been introduced, but successfully combated, in not less than thirty-three states; in some instances, at as many as five distinct legislative sessions.

Under these circumstances, it would seem that the tobacco industry ought to have every reason to hope that no further attempts to impose state taxes on cigars, cigarettes or tobacco would be made in any of these states.

But unfortunately, we are now facing new conditions. The depressing times, the unemployment, and the demand of farmers and realty owners for relief from taxation, by shifting the burdens to others, have supplied the advocates of so-called "luxury taxes," as well as general sales taxes on all commodities, with new excuses, new arguments and new "battle cries."

As a matter of strategy, in order to minimize opposition, they may start first with a tax upon cigars, cigarettes and tobaccos, or perhaps on cigarettes alone, to be surely followed by cigars and tobaccos.

But what they really have in mind, according to all indications, is a tax upon patent medicines, candies, soft drinks, canned products, sporting goods, amusements, etc., to be ultimately extended as a general sales tax on all commodities, from a package of tooth picks to a piano or automobile.

If by chance you should think that we are only stretching our imagination, we respectfully refer you to what has happened in South Carolina where they first started to talk about a cigarette tax. Today, besides all forms of manufactured tobacco, the tax schedule includes a long list of other articles, such as

> "shot guns, or other shells, cartridges; candy, playing cards, cut glass, etched glass; sporting goods, footballs, baseballs, gloves, golf sticks, golf balls, fishing reels, and other sporting goods; admissions to amusement places, public bath places, dance halls; soda water, ginger ale, coca cola, near beer, beer, fruit juices, ices, sundaes, confections, bottled drinks, and fountain drinks, and other beverages, etc., etc."

The industry's legislative battles in the past—the defeat of tobacco taxes in not less than thirty-three

(*Continued on Page 17*)

GRABOSKYS RESIGN FROM G. H. P.

ANNOUNCEMENT was made last week by the Consolidated Cigar Corporation, New York City, that Samuel and Benjamin L. Grabosky previously associated with the G. H. P. Cigar Company, Philadelphia, had resigned from that company effective December 10th.

Frank P. Will, long associated with the G. H. P. Cigar Company, manufacturers of the "El Producto" cigar, has been elected executive vice-president and general manager of the company.

G. W. HELME PAYS EXTRA

Directors of the George W. Helme Company, snuff manufacturers, have declared an extra dividend of $2 on the common stock, in addition to the regular quarterly dividends of $1.25 on the common stock and $1.75 on the preferred stock. All dividends are payable January 2d to stockholders of record December 11th.

The extra dividend is similar to that declared in the past two years and makes the full year's payment amount to $7 a share on the common stock, the same amount as paid since 1925. In previous years the regular dividend was lower than the present $5 rate, but the extra dividend at the end of the year was larger.

NATIONAL CIGAR COMPANY OPENS

The National Cigar Company, recently formed to operate in Tennessee, opened for business on December 3d with a small force of cigarmakers, in Hartsville, Tenn., on South Second Street, producing a quality five-cent cigar, the "Dixie B," and expects to produce a ten-cent brand in a short time.

Tobacco for the new concern will be purchased by N. Weiss, former vice-president of the American Cigar Company in charge of manufacturing. Jack Wilson, also formerly associated with the American Cigar Company in Hartsville, will be salesman for the new company.

OLLENDORF WITH FRIEDER

Jonas J. Ollendorf, a former president of the New York Tobacco Salesmen's Association, and also one of the organizers of the association, has joined the forces of S. Frieder & Sons Co., and is calling on the trade in the interests of their line of Manila cigars.

P. LORILLARD COMPANY

The P. Lorillard Company has declared a regular quarterly dividend of $1.75 on the preferred stock, payable January 2d to stockholders of record December 15th.

G. W. HILL ASSISTS JEWISH FEDERATION

ACKNOWLEDGMENT of the standing of the Federation for the Support of Jewish Philanthropic Societies, in New York City, came from unexpected quarters last week in a check for $250 from George Washington Hill, president of the American Tobacco Company, who said in his accompanying letter that "this is one of the outstanding, sensible charitable organizations in the United States.

"Many of our people are of the Hebrew faith and I am more than glad, if the Federation will accept it, to make a donation, although my usual gifts in support of Philanthropic Societies, naturally have heretofore gone through other channels.

"Enclosed you will find my personal check for $250 for this very worthy cause."

The Federation for the support of Jewish Philanthropic Societies acknowledged receipt of the check with a letter as follows:

"We are in receipt of your letter of December 4th with enclosure of check for $250 payable to this Federation, representing your contribution towards our current effort to raise our deficit for the year 1930. We would under any circumstances be deeply appreciative of so generous a contribution. In this case there is the additional reason for satisfaction because of the substantial evidence it affords of appreciation of the work of this organization by one not of our faith."

"BLACKSTONE" SALES INCREASE

Waitt & Bond, Incorporated, Newark, N. J., manufacturers of the "Blackstone" cigar, report an increase in sales since January 1st, of nine per cent. over the same period of last year.

Marcus Conlon, advertising manager, attributes this increase to intensive advertising, and it is particularly gratifying since the industry as a whole shows a drop in sales of cigars of a similar price class, according to Government statistics.

CIGARS FOR CHRISTMAS

NOW is the time to woo the cigar smoker, a gentlemen who has to withstand the blandishments of other forms of smoke, but unerringly returns to the old love at Christmas. Cigars are satisfactory to smoke and are, therefore, appropriate presents. This is the season when stocks of Havana and British (domestic) should be replenished—especially in the smaller and handier packings.

The December trade in cigars should be looked at as a profitable line at this time. People smoke cigars at Yuletide; the taste lingers and induces further purchases in the New Year. From the window display viewpoint, the cigar in attractive array gives a classy and superior look to the window. On the whole we believe, from our own observation, that tobacconists generally are doing their utmost to give cigars generous window space. As the present-giving season approaches, their reward, in actual sales, should be very considerable.

The prevailing note of December's trade, for which we are all now preparing, should be to make extra sales and thus pleasantly vary the ordinary routine, says *Tobacco,* London.

The tobacconist who is out to make the best living is not he or she who is content to be only a cut above the automatic machine. This is the time for salesmanship. Every customer may be trusted to know what he wants and to ask for it. And every tobacconist can be trusted to promptly meet the demand as it arrives.

But every purchaser is also a possible prospect for other things, not asked for. Here is where a deft and tempting counter display comes in, and the tactful introduction by the tobacconist of some line he thinks may appeal to the individual caller.

Many a pipe, a lighter or a box of cigars has been sold to a caller, whose interest is aroused by an attractive display inside the shop or by a chance remark of a customer giving the salesman an opportunity to show that he is alive.

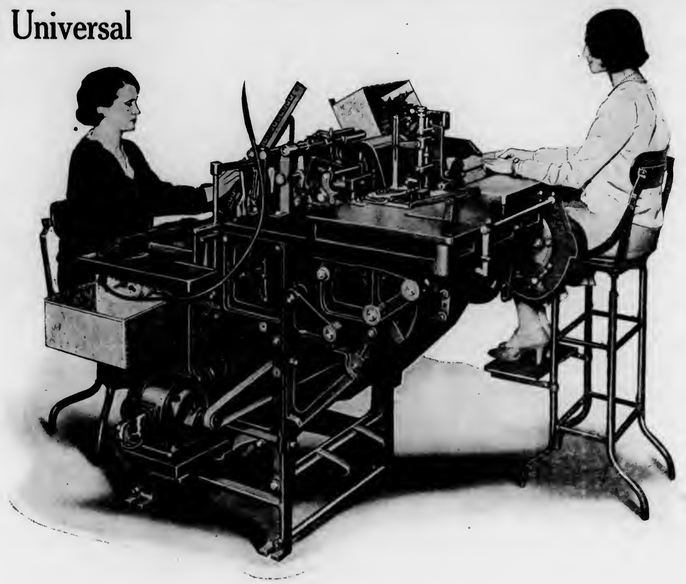
The Tobacco World

Extends to its Many Friends

Sincere Good Wishes for

A Real Merry Christmas

The New Model S-2 Universal "Cross Feed Type" Long-Filler Bunch Machine



Large and small size filler can be readily worked together, and two or more different kinds of filler may be blended as the tobacco is being fed into the cross feed of the Machine.

WE list here a few of the important and highly efficient features of the Model S-2 Universal "Cross Feed Type" Long Filler Bunch Machine:

A—The filler is fed into the trough of the Cross Feed in a continuous stream and automatically cut to the proper length, insuring well filled out bunches throughout their entire length.

B—Automatic in its operation, it feeds, and cuts the filler to length, sizes the bunch and rolls the filler in the binder. The only hand operations are the laying of the binder on the rolling table and placing the filler in the feed trough.

C—The Suction Binder Equipment assures an increased yield of binders also smoother and more perfectly rolled bunches.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way as is done by hand; a few sprigs of filler being intermittently added until the bunch is built up to the proper size and condition.

F—Easily and quickly adjusted for any size or length of bunch or for right or left hand bunches.

G—Any shape or size bunch can be made on the same machine with slight mechanical changes.

H—Can be used on mold work or in conjunction with the Universal Model "R" and other Automatic Cigar Rolling Machines.

I—Quickly and accurately adjusted to different conditions of filler.

J—Assures uniformity of bunches at all times in both size and weight.

K—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

THIS, our latest Long Filler Bunch Machine, the Model S-2 "Cross Feed Type", has been subjected to the severest practical factory tests in the making of high grade cigars in large and small Clear Havana factories, as well as factories where Domestic and Blended Filler are used, with the result that its performance has come up to the highest expectations, both as to quantity and quality of product.

The "Cross Feed" method of feeding eliminates faulty bunches, from the standpoint of weak heads, tucks or soft spots in the body of the bunch. It also eliminates the cutting up of fillers—no shorts are produced by the machine, that would ordinarily have to be worked up in the bunch. The filler is fed into the trough of the "Cross Feed" in a continuous stream, and automatically cut to the proper length. The filler is fed into the "Cross Feed" trough in a way that makes necessary the lapping of the leaves and thus the building up of the bunch in exactly the same manner as the hand worker does. Cigar manufacturers will readily realize the importance of this, where small size filler is used (second and third size Havana). This also holds true on all Havana and domestic fillers.

The price of the Model S-2 "Cross Feed Type" Universal Long Filler Bunch Machine, equipped with Two Posture Chairs, Individual Drive, ¼ H. P. Motor and complete Suction Equipment, is $2,325.00. F. O. B. our factory, Newark, N. J.

Rebuilding Model T "Blending Type" Universal Long Filler Bunch Machines into Model S-2 "Cross Feed Type" will cost $1,000. Doing the same with Model S "Standard Type" Universal Long Filler Bunch Machines will cost $750 F. O. B. our factory, Newark, N. J.

Convenient Time Payment Terms in United States and Canada.

UNIVERSAL TOBACCO MACHINE COMPANY, 40 East 34th Street, New York

PHILADELPHIA.

LATE ORDERS ARRIVING FOR "LA PALINAS"

WILLIS ANDRUSS, sales manager of the Congress Cigar Company, reports that repeat orders are arriving by telegraph every day for rush shipments of "La Palinas" to meet the unexpected heavy demand for this brand for the holiday trade, which is very gratifying, and tends to prove that the holiday shopper no longer buys just a box of cigars, but has come to know that "La Palina" is a quality brand which is always appreciated by any smoker.

Ben Paley, who has charge of manufacturing, is on a visit to Chicago, but will probably return to Philadelphia for the holidays.

BAYUK HOLIDAY PACKINGS ATTRACTIVE

The holiday packings of Bayuk cigars are as attractive as usual this year with the predominating color being red.

Reproductions of scenes from Colonial Days in Philadelphia are seen on the holiday wraps of the "Bayuk Philadelphia Cigar," the "Mapacuba" and other brands, which are moving well and helping materially to build up a gratifying volume of business for the factory as well as the retailer, as the buying public has come to recognize Bayuk products as quality products and do not hesitate to purchase Bayuk brands for gifts at this season of the year.

WAGNER EXPERIENCING CHRISTMAS RUSH

At the offices of John Wagner & Son, Dock Street, distributors of imported and high grade domestic cigars, Mr. White, manager of the cigar department, states that orders on all brands of cigars coming in for the holiday trade are far exceeding expectations, and they have been forced to telegraph for rush shipments on some brands in order to fill all these orders.

Joe Perez, of Marcelino Perez & Company, was a visitor last Monday, on his way to Tampa, after a short visit in the north, and stated that business on their brands this year showed a considerable increase over their business for 1929.

TREBOW MOVES TO PHILADELPHIA

The Trebow Cigar Company, which has been operating a factory at York, Pa., for the past two years, has closed the factory in that city and the equipment has been moved to Philadelphia, where the manufacturing operations will be conducted in the future.

SEASONAL RUSH ARRIVES

IN SPITE of pessimistic reports to the effect that there would be practically no holiday business this year, all lines of industry report the usual seasonal rush of orders, although the rush was later in starting this year than previously.

The streets in the shopping district are jammed with traffic, both pedestrian and vehicular, and the stores are crowded with eager shoppers.

Yahn & McDonnell, distributors, 617 Chestnut Street, report a tremendous increase in orders in the last ten days, and have found it necessary to forward repeat orders on some brands of cigars and smokers' novelties for rush shipment in order to meet demands for these goods for the holiday trade.

All signs now point to some disappointment among the retailers because of hesitating too long before placing orders for goods for the holiday trade, and it seems highly probable that the beginning of the new year will find stocks of manufacturers, jobbers and retailers at a very low ebb, which should cause an upturn in activity in all lines in the very near future.

"BOLD" CIGAR ON THE AIR

Among the most recent newcomers to broadcast a period of entertainment over the radio is Bobrow Brothers, manufacturers of the well-known "Bold" five-cent cigar.

The program is broadcast over Station WCAU each Tuesday night at 10:15 Eastern Standard Time, and is known as "When Nights Were Bold." The program features a string orchestra and vocal selections, and is repeated on Saturday nights.

The "Bold" cigar has many enthusiastic friends among smokers and the volume of business is holding up extremely well.

TINT ADDITION COMPLETED

Harry A. Tint, who recently found it necessary to enlarge his store in the Burlington Arcade, 1420 Chestnut Street, in order to accommodate his rapidly increasing business, now has the addition completed, which houses a most up-to-date cigar humidor, and it is well stocked with high-grade merchandise for the holiday trade.

Mr. Tint has been located in the Burlington Arcade a comparatively short time, but has become firmly established as a dealer in quality merchandise and a real progressive merchant.

NATURAL CHARM

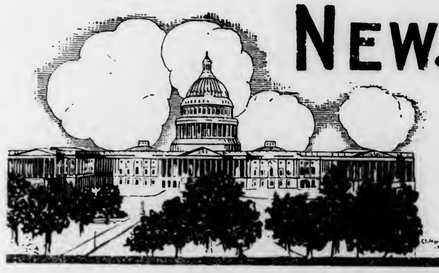
A CIGARETTE so mildly mellow, so alluringly fragrant, so whole-heartedly satisfying that you respond to it as instinctively as to the charm of natural beauty.

Camels are mild! But their mildness is never flat—never artificial. Through every step of their manufacture the delicate, sun-ripe fragrance of choicest tobaccos is scientifically preserved.

Swing with the crowd to a smoke that's all pleasure. Don't deny yourself the luxury of

CAMELS

© 1930, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A BITTER ATTACK against the pending Capper-Kelly resale price maintenance bill was made on the floor of the House of Representatives December 3 by Congressman E. E. Cox of Georgia who charged that manufacturers were seeking the nullification of the Sherman Anti-Trust Law that they might fix prices and stifle competition through the medium of this legislation.

It was contended that monopolistic control would be vested in the manufacturers, who would be able to take an additional toll from the consuming public through the capitalization in undue manner of the increased protection afforded to trade-marks. As a means of combating chain store competition on behalf of the small retailer, it was declared, this measure would be of no value, while, on the contrary, if effective, it would only result in putting chain stores further into the manufacturing business. It would deprive the retailers of their commercial liberty and make of them mere cogs in the distributing system, unable to use their own judgment in handling their business, it was said.

"There is no better time than now to challenge this business of government by propaganda," said Representative Cox, referring to the agitation for the passage of the measure.

"The question presented is a serious one and demands careful consideration. An extensive and aggressive campaign for manufacturers' price-fixing legislation has been carried on by the manufacturers for more than fifty years. The advocates are closely organized and often heard, but the time has come for someone to speak for the voiceless millions who are threatened with having fastened upon them a trade system that will exact of them a greater toll represented in manufacturers' and producers' profits than they are already having to make."

It was complained that the bill contains no provision for Government regulation or supervision of the industries or their practices. The manufacturers, it was argued, would be given a free hand to fix prices on trade-marked and patented commodities to wholesalers, jobbers, retailers and the consuming public at the will of the manufacturers.

Cigarette Consumption Slowing Up

For the first time since 1920, there are definite signs of slowing up in cigarette consumption, it is declared by officials of the Department of Agriculture in a summary of economic conditions in the agricultural industries, just made public.

For the nine months ended with September, the department points out, the sales of cigarette stamps exceeded those for the corresponding period in 1929 by less than 2 per cent. In four of those months the sales were lower than for the same months last year. Judging by experience in 1920-21, it is asserted, it would be hazardous to assume that domestic consumption of cigarettes, and therefore, of flue-cured tobacco, will resume an upward trend in the near future, and this consideration lends significance to the strong prospect that leaf stocks on July 1, next, will be materially larger than those of July 1 last.

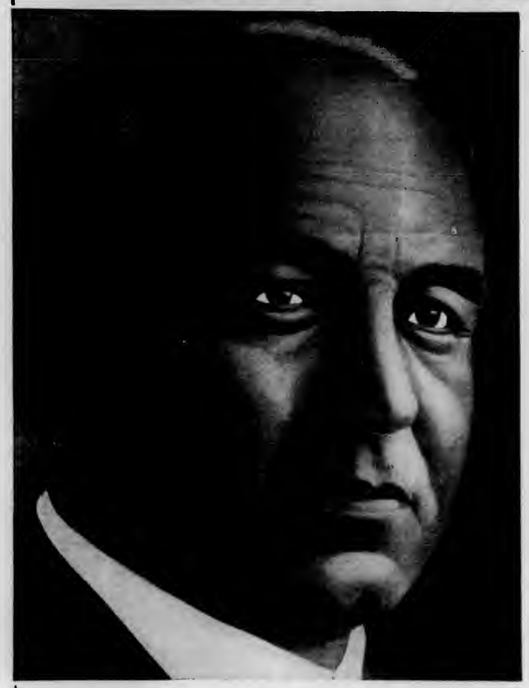
The domestic consumption of flue-cured tobacco tends to become more and more closely associated with cigarette consumption, it is pointed out, and less with tobacco chewing. Small cigarette manufacture in the United States increased from 47,430,105,055 in the calendar year 1920 to 108,705,505,650 in 1928, an average annual increase of nearly 11 per cent. An increase of approximately 12 per cent. in 1929 is indicated by the sale of stamps. A definite check was given to cigarette consumption in the United States by the depression of 1920-21. Manufacturers of small cigarettes in 1919 amounted to 53,119,784,232, the highest total up to that time. In 1920 the total was approximately 11 per cent. less, and it was not until 1922 that the production of 1919 was exceeded.

From present indications, it is asserted, the prices paid to growers of flue-cured tobacco in 1931, on the average, are likely to be lower than those being paid for this year's crop, if the present acreage is maintained. The basis for this conclusion lies in the prospect that stocks on July 1 next, will be materially larger than those of last July and to the added fact that the trade and industrial depression of the past months has definitely slowed up the consumption of cigarettes. The uncertainties in the demand for flue-cured tobacco pertain both to the domestic and foreign markets and their relation to the total disappearance.

Stocks of old tobacco of this type on hand July 1, 1930, amounted to 599,259,000 pounds. Production this year, according to the latest available estimates, will be 800,124,000 pounds, making the record total supply of 1,399,383,000 pounds. If the consumption of the last fiscal year is duplicated, there will still remain on hand next July 1 about 658,000,000 pounds, an increase of about 10 per cent. in stocks, it is pointed out. Unless consumption during the present fiscal year increases at least 8 per cent. over the high record of the last fiscal year, stocks next July will be larger than those of last July. But from present indications, it is said, consumption will increase little, if any, and it seems assured that stocks will be larger. Therefore, if an increase in the total supply of flue-cured tobacco on hand or in prospect next July is to be avoided, there

(Continued on Page 14)

"CLEAR EVIDENCE"



Says

L. J. HOROWITZ

Chairman of the Board
Thompson-Starrett Co., Inc.

Builders of the new Waldorf-Astoria Hotel, the Woolworth Building, the Paramount Building, the Equitable Building, New York, the General Motors Building in Detroit; the Palmer House in Chicago.

"When modern enterprise joins hands with sure-footed experience, success becomes a certainty. The fusion of these two important factors has given Thompson-Starrett over a billion dollars worth of activity in thirty years. It is interesting to note the application of this same principle in your business. Its clear evidence is your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos."

Everyone knows that sunshine mellows—that's why TOASTING includes the use of the Ultra Violet Ray. LUCKY STRIKE—the finest cigarette you ever smoked, made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED." Everyone knows that heat purifies and so TOASTING removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating!

"It's toasted"

Your Throat Protection—against irritation—against cough

Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. L. J. Horowitz to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Horowitz appears on this page.

© 1930, The American Tobacco Co., Mfrs.

UPWARD TREND IN "LA PALINA" SALES

A RECENT article in the Chicago Journal of Commerce states diversification in production, as well as in the investment of funds, is generally regarded as an important factor in stability, and, while cigar manufacturing companies usually confine their operations chiefly to the production of that one article, they have a number of brands representing several price classes.

The Congress Cigar Company, however, has concentrated all its activities on a single brand, "La Palina," and has developed this brand to a position among the largest sellers in the medium price class.

Except for a moderate recession in 1929, earnings of the company have been steadily upward for a number of years, reaching a peak in 1928. Conditions were unfavorable for the majority of cigar manufacturers in the first half of this year, however, and there was a decline in Congress Cigar Company's earnings as compared with the initial half of 1929.

Early this year the cellophane wrapped cigar was introduced, and met with immediate favor. Congress, like most manufacturers, was not fully prepared to meet the demand for cigars wrapped in cellophane, and dealer buying of any other kind was hesitant. The general business recession was also responsible for smaller cigar sales, and a further trend away from the higher priced cigars, in favor of the five-cent brands.

After deduction of all charges, net earnings for the six months ended June 3, 1930, amounted to $656,889, or $1.87 a share on the capital stock, as compared with $1,274,707, or $3.64 a share earned in the corresponding period of 1929. The company reduced the regular dividend rate from $5 a share annually to $4 a share, the new rate being effective with the quarterly payment of June 30th last.

In the preceding four quarters, extra dividends of twenty-five cents a share were paid. A much improved showing is expected for the closing six months of the year, now that the wrapping facilities have been provided, and sales, in recent months, have compared favorably with 1929.

The company has reported on its operations for the September quarter of this year, and a substantial gain is shown, the net income of $463,070, or $1.32 a share, comparing with $389,601, or $1.11 a share earned for the preceding three months. The 1930 third-quarter earnings, however, were well below the $804,620 reported for the corresponding three months to September 30, 1929.

With the increasing mechanization of the cigar industry, the Congress Cigar Company has changed over from hand production to the use of machines. This has made possible the concentration of production in fewer plants, and has resulted in a large reduction in costs.

Lower operating costs have enabled the upward trend of net earnings to continue except for the recession noted in 1929. In that year net sales of $15,906,394 were about 8 per cent. below the sales of $17,408,396 for 1928, but net income dropped only about 3 per cent., amounting to $2,882,116, or $8.23 a share on the capital stock, as compared with the record net of $2,984,605, or $8.53 a share for the previous year. Net sales reached a peak in 1927 at $18,407,250, while net income, for that year, amounted to $2,754,780, or $7.87 a share.

Three plants are operated by the company, and are completely equipped with automatic machinery.

(Continued on page 13)

NEWARK SALESMEN ELECT

AT THE recent election of officers held by the Newark Branch of the Tobacco Salesmen's Association, held in the St. Regis Restaurant, the following officers were elected for the ensuing year: President, Bertram M. Silverstein; first vice-president, Harry Sternberg; second vice-president, Jules Sobel; financial secretary, Abe Greenberg; recording secretary, Michael Sonet; treasurer, Milton Friedeberg, and sergeant-at-arms, Ben Schimmel.

The board of directors are: Jack A. Martin, Irving A. Bergman, Fred Schwabacher, Ira Jacobwen, Nathaniel Becker, Allen W. Leonard and Abe Brown.

Delegates to the national board: Irving A. Bergman and Allen W. Leonard.

The following committees were appointed by the incoming president: Constitution Committee: Harry Sternberg, chairman; Publicity Committee, Abe Brown, chairman; House Committee, Jack A. Martin, chairman; Sick and Disabled Committee, Allen W. Leonard, chairman; Employment Committee, Milton Friedeberg, chairman; Initiation Committee, Abe Brown, chairman.

The Newark Branch holds regular monthly meetings on the third Friday of each month, and visiting tobacco salesmen are always welcome to attend.

A. & H. TRADING COMPANY GOING AHEAD

The recently formed A. & H. Trading Company, operating a wholesale cash and carry store at 1018 Filbert Street, reports a very satisfactory volume of business being received.

The A. & H. Company is composed of Tom Alleley, one of the best known men in the trade, formerly connected with the Union Tobacco Company, and Tom is greeting his many friends in the trade daily in his new store. The other member of the firm is Harry Hargesheimer, also well known in retail circles, and formerly connected with the agency department of the United Cigar Stores Company.

At the present time the A. & H. Trading Company is featuring handsome packages of candy for the Christmas trade by well known candy manufacturers of high quality at remarkably low prices, and smokers' novelties, with gratifying success.

GOLDBERG FEATURING "HAV-A-TAMPA"

Morris Goldberg, who conducts the cigar store at Germantown and Erie Avenue, is featuring the "Hav-A-Tampa" brand in several popular sizes for the holiday shopper and meeting with gratifying success. Mr. Goldberg also stocks all the other popular brands of cigars, cigarettes and smoking tobaccos, and has built up a nice substantial business and is well known and well liked in his neighborhood by those who appreciate merchandise that is always kept in the right condition and courteous service.

WALGREEN SALES

Walgreen Company reports November sales totaled $4,080,096, a decrease of $170,872. For the eleven months' period the sales totaled $46,920,048, an increase of $5,263,812. The Walgreen Company operates a chain of 422 stores.

SCHULTE RETAIL STORES

The Schulte Retail Stores Corporation has declared a quarterly dividend of $2 a share on the preferred stock of the corporation, payable January 1st to stockholders of record December 12th.

FLOODLIGHTS blazing down on a triumphant figure..a mighty arm raised high...while out of the dark a steady roar acclaims the champion who proves himself champion still.

ONE *will always stand out!*

NO CHAMPION ever held his laurels except by making good—no cigarette ever won and held popularity except by deserving it.

Chesterfield stands out as *one* cigarette that always gives smokers what they want...*MILDER and BETTER TASTE!*

MILDNESS—the wholly natural mildness of tobaccos that are without harshness or bitterness.

BETTER TASTE—such as only a cigarette of wholesome purity and better tobaccos can have.

BETTER TASTE

Chesterfield Cigarettes are manufactured by LIGGETT & MYERS TOBACCO CO.

They Satisfy

WHAT merchants like about Raleigh is the fact that it brings them a lot of new friends who soon become old friends who help keep the old cash box full.

BROWN & WILLIAMSON TOBACCO CORPORATION, *Louisville, Ky.*

HINTS FOR THE TOBACCONIST

A WOLF, of London, Ont., Canada, who has been in the retail tobacco business for more than thirty-five years, relates his experiences in successful retailing in an article in the *Canadian Cigar and Tobacco Journal*, and gives some of the reasons for his success, which could be applied by many retailers with good results.

Mr. Wolf is still selling to many of the men who were his customers thirty-five years ago when he started, and to their sons. He has held their trade he says through treating them squarely and if he were to change his store location tomorrow he says they would follow him and buy from him.

People today he says have more money and buy much more than they did years ago. This has given him a chance to add numerous sidelines. He has checked up closely on his trade ever since he started and knows exactly all the time what goods are moving and if any line is not turning over, it is eliminated. He does not want shelf warmers. Business he says offers just as many opportunities for the young man today as it ever did.

"If I were younger," he says, "I would add to or three more departments to the store, things that would work in well with the tobacco trade, but I have all that I can look after now."

Although he did not have very much money when he started he, right from the beginning, adopted a principle which he has found stood him in good stead. He has never missed taking a discount. Every bill is met promptly and by following this practice he has made, or saved, thousands of dollars.

"When I first started," he said, "and went to buy merchandise for the store, people looked me over pretty hard while they were wrapping up the parcels. Some of them were all ready to draw the goods back again and not let me have it unless I paid cash. They soon found that I always paid immediately and it wasn't long before I could have anything I wanted. I have always made it a strict rule to keep my credit good. There is only one thing I think gives me more pleasure than making a sale, and that is paying a bill. I like to know that everything is paid up as I go along and that I don't owe anybody in the world anything."

"One of the first things I learned in selling was that the average customer knows little or nothing about what he is buying. He depends almost entirely on the recommendation of the merchant. If he is satisfied, he comes back. If he isn't, he goes some place else and you have lost him for good. You cannot skin people. If you do, you will have no success. People never forget if they are trimmed in a store and they not only keep away from that place themselves, but they tell their friends. I have always made it a rule to buy carefully, selecting merchandise that I could stand behind to the limit, and I have had little trouble. I think it is the man behind the counter who makes or breaks his own business."

An interesting little sidelight on this business and on the forgetfulness of the average customer is shown by Mr. Wolf. He finds that many customers come in for a cigar and tender a bill in payment. While he is making change they go to the lighter to light it. He lays their change down on the counter while he waits on someone else. In innumerable instances the customer walks right past his change out of the store. Mr. Wolf has well over $100 that he has put by and is holding for customers to come and get it. The sum includes bills and silver.

"If all the money that has been left on the counters were counted, it would run into thousands," he said. "In most cases, however, we are able to call to the party before he gets away and tell him to take his change." It is interesting to note that no woman ever forgot her change. It's always the men.

REUEL HOKE MEETS TRAGIC DEATH

REUEL K. HOKE, well known to cigar manufacturers of the east as a member of the firm of H. E. Bair and Company, Hanover, Pa., cigar box manufacturers, was found dead in the woods about Arendtsville, on Friday afternoon, where he had been stationed awaiting a shot at a deer.

When the party returned to camp Mr. Hoke was not among them and a search was started. His body was found about twenty feet from his gun, and both barrels of the gun were discharged.

At the time of his death Mr. Hoke was engaged in the coal and feed business in Hanover, the cigar box manufacturing company having been liquidated about two years ago.

Funeral services were held on Monday, December 8th. He is survived by his widow and one daughter.

HELME EARNINGS NEAR RECORD

With October sales of snuff and ground tobacco ahead of a year ago, following nine months' business only two per cent. less than in the corresponding 1929 period, indications are 1930 earnings of George W. Helme Company will closely approximate 1929 levels. If November and December sales maintain the October rate of gain over 1929, it is likely the company will be able to continue the record of yearly earnings increases so far unbroken since 1917.

The cost of doing business this year has been no greater than in 1929, so that on an equal volume of business, the current year should yield at least as much in profits as a year ago. In addition, the company in the past has pursued a most conservative method of accounting, especially with respect to depreciation charges, providing a margin which would permit the company to show record earnings this year.

On the volume of business done this year, any variation from last year's earnings of $2,324,993 will be small in either direction and it is well within possibilities that the year will establish a further new record for earnings without deviation from the company's rigid accounting methods.—*Wall Street Journal.*

UPWARD TREND IN "LA PALINA" SALES

(*Continued from Page 10*)

The plants are located in Philadelphia and Allentown, Pa., and in Camden, N. J., and the aggregate capacity of the three is 1,500,000 cigars a day. The small plants, formerly leased for the hand manufacture of cigars, have been dispensed with.

The company also maintains an organization in Porto Rico to procure and handle tobacco. In this connection it leases six buildings in three communities of Porto Rico for the storage, drying and stripping of tobacco. Warehouses are also leased in Philadelphia and in Wilmington, Del.

The financial condition of the company at December 31, 1929, was sound. Total assets amounted to $12,404,449, including land, buildings, equipment, etc., carried at $1,870,375, after deduction of depreciation reserves of $435,867.

Investments at December 31st were valued at $263,750, deferred charges totaled $59,614 and other assets amounted to $142,000. Current assets of $9,946,155 compared with current liabilities of $2,601,820 and included cash of $159,840, accounts and notes receivable amounting to $2,004,275, inventories of $7,257,040, and deposits for dividends payable $525,000.

The capitalization of the Congress Cigar Company, Incorporated, consists solely of 350,000 shares of no par value capital stock carried at $5,600,000. The current liabilities at the end of 1929, however, included $1,240,959 of notes and drafts payable. Surplus at December 31, 1929, amounted to $4,202,629, as compared with $3,390,823 a year earlier. A controlling interest in the capital stock is owned by the Porto Rican American Tobacco Company.

Dividends at the rate of $3 a share annually were paid from July, 1926, to January, 1927, and, thereafter, to December, 1928, the stock received $4 a share. At the end of 1928 the $5 rate was inaugurated, and, as already noted, this was again reduced to $4 in June of this year. In addition to the regular dividend the capital stock received extra payments of fifty cents a share in 1927, $1 a share in 1928, fifty cents a share in 1929, and twenty-five cents a share in each of the first two quarters of 1930.

INTERNATIONAL PIPE WEEK PLANS

Already plans are under way for the holding of the Third International Pipe Week. The pipe association of England has again changed the dates for this week and instead of conducting it during the last week of May, as was the case this year, it will be held earlier in the spring.

The plans of the trade in Canada and the United States will shortly be made known. Meetings of pipe jobbers and manufacturers have been held in Toronto and Montreal to settle certain of the details connected with the week. With such an early start, it is anticipated that this annual event will be on a much larger scale in the future.

REYNOLDS METALS EARNINGS

The Reynolds Metals Company earned from October operations thirty-three cents a share, the best month of this year, and comparing with twenty-one cents in September.

Earnings for the ten months of this year were $1.23. The annual dividend rate is $2.

TOBACCO ADVERTISING INCREASING

CIGAR, cigarette and tobacco advertising for the eleven-month period of 1930 in national magazines, national farm magazines and for radio broadcasting amounted to $8,058,638, a gain of $1,760,956 over the $6,297,682 spent during the same period in 1929. This increase was a gain of 27.8 per cent. for the eleven-month period of 1930 over the same period of 1929, according to the business survey department of Dorrance, Sullivan & Company, New York advertising agents.

The accumulative total for this period of 1930 in national magazines was $6,117,311 as against $5,022,749 during the same period in 1929, or a gain of approximately 11 per cent. The accumulative total for cigar, cigarette and tobacco advertising in national farm magazines for this period in 1930 was $278,625, compared with $212,869 for the eleven months of 1929, or a gain of approximately 30 per cent. The accumulative total for radio broadcasting for the ten-month period of 1930 was $1,662,702, compared with $1,062,064 for the same period of 1929, or a gain of 56 per cent.

Cigar, cigarette and tobacco advertising in November, 1930, national magazines, national farm magazines and for radio broadcasting amounted to $941,492, compared with expenditures of $629,704 in November, 1929, a gain of approximately 48 per cent.

In November, 1930, magazines, cigars, cigarettes and tobacco advertising amounted to $716,716, compared with $495,282 during November, 1929, a gain of 44 per cent.

Expenditures in national farm magazines during November, 1930, were $32,150, as against $12,310 in November, 1929, a gain of 161 per cent.

Radio broadcast advertising in October, 1930, amounted to $192,626, as compared with $122,112 in October, 1929, a gain of 57 per cent.

TAMPA NOVEMBER PRODUCTION OFF

Tampa cigar factories in November produced approximately 10,000,000 less cigars than in the same month of 1929 and nearly 6,000,000 less than in the month of October, 1930. However, November, 1929, was an exceptionally good month for the Tampa factories, and the fact that November, 1930, did not equal it in the number of cigars produced should not be discouraging in view of business conditions generally during the past six months.

The November production by classes is as follows: Class A, 14,522,000; Class B, 1,043,000; Class C, 23,352,000; Class D, 7,373,000, and Class E, 210,909.

Many Tampa factories are still working at full capacity endeavoring to fill last minute rush orders for holiday shipment, and there are many indications that business will be on the upgrade very early in 1931, with many manufacturers in various lines of industry practically entirely out of stock, and unable to meet any sizeable order for goods for immediate shipment.

AMERICAN SNUFF DIVIDEND

The American Snuff Company has declared an extra dividend of twenty-five cents a share on the common stock, in addition to the regular quarterly dividend of seventy-five cents. A regular quarterly dividend of $1.50 on the preferred stock has also been authorized. All dividends are payable January 2d to stockholders of record December 11th.

News from Congress

(Continued from page 8)

must necessarily be a reduction in acreage. So far as can be determined from present indications, an increased total supply next July would probably depress prices below this year's level.

Tariff Hearing on Cigarette Paper Discontinued

Wthdrawal by importers of cigarette paper of their application for an investigation of the present rate of 60 per cent. ad valorem with a view to securing a decrease in the rate brought the hearing called by the United States Tariff Commission on December 11 to an unexpected conclusion before there had been any testimony introduced or discussion of the subject.

The application was withdrawn, it was explained by Junius Parker of New York, counsel for the Tobacco Merchants' Association of the United States, because the absence of a cigarette-paper manufacturing industry in this country would make impossible the comparison of costs of production here and abroad which, he said, was essential to an investigation under the flexible provisions of the tariff law.

Having come to Washington to enter their opposition to any plea for a reduction in the tariff rate, the domestic interests naturally immediately agreed to Mr. Parker's motion that the application be withdrawn.

Prefacing his application with an explanation of the steps taken by the importers to secure the adoption by the Senate of Senator Copeland's resolution last session, instructing the commission to make an investigation of the cigarette-paper rate, Mr. Parker declared that efforts were made, during the consideration of the tariff bill, to secure a rate lower than the 60 per cent. which was finally adopted, and the Senate did place paper on the free list but was compelled to recede from its position when the bill went to conference.

"Congress was to adjourn very soon after the enactment of the present tariff law," he continued, "and the Tobacco Merchants' Association, having its principal offices in New York City and therefore being a constituent of Senator Copeland of New York, besought Senator Copeland to introduce a resolution directing the Tariff Commission to make the investigation which it is now about to make. Frankly, this request was made without any careful analysis of that part of the statute that sets out the duties of the commission.

"The fact that there is not a substantial commercial production in this country of cigarette paper obviously makes it impossible to produce a comparison between costs abroad and costs here. This comparison of foreign and domestic costs seems to be the first step to be taken by one who seeks action by the commission, and being unable to take this step it seems that we cannot ask the commission to make any recommendation to the President for a change in the rate of duty. So, unless there is an effort made to induce the commission to recommend an increase in the rates we have concluded that we will not at present ask action by the commission."

The consent of Senator Copeland had been secured to the withdrawal, the commission was told.

DIAMOND MATCH PLAN OPERATIVE

THE special committee on recapitalization of the Diamond Match Company has declared the plan operative, with deposits of stock substantially in excess of 97 per cent. A special dividend of $25 in cash has been declared, payable December 29th to stock of record December 20th.

The special committee on recapitalization of the Diamond Match Company has declared the plan operative, with deposits of stock substantially in excess of 97 per cent. A special dividend of $25 in cash has been declared, payable December 29th to stock of record December 20th.

Under this plan, all property, business and good will of the present Illinois company will be transferred to a new company, to be capitalized at 1,000,000 shares of $25 par value 6 per cent. cumulative participating preferred stock and 1,500,000 shares of no-par common. The new company is to issue 850,000 preferred and 700,000 common shares to be distributed to stockholders of the present company, stockholders to receive for each share held five shares of new participating preferred and four shares of new common.

A special meeting of stockholders has been called for December 19th to act on the plan.

NEWMAN RETURNS FROM YORK COUNTY

Max Newman, factory representative of the Hav-A-Tampa factory, has just returned from an extended trip through York County, visiting the jobbers and prominent retailers in that district and reports an excellent call for the "Hav-A-Tampa" there.

Max reports that the jobbers are putting forth every effort at this time of the year to give retailers prompt service and that the "Hav-A-Tampa" is enjoying a fine volume of business, particularly the auto size with the cherry-wood mouthpiece and the other top sizes.

Max will visit the factory in Tampa during the Christmas holiday period for a sales conference, when plans for the 1931 campaign will be discussed.

HOLT HAS BARGAIN SALE

Arthur Holt, well known as the job-lot king, and who has been instrumental in offering Philadelphia smokers many real bargains in good cigars, has secured a lot, consisting of 500,000 "Thorndyke" cigars in various sizes, which he is offering to smokers at just half the established price for this merchandise.

Those in the trade who know cigars have stated that this sale offers to the consumer one of the greatest real bargains in quality cigars that has been seen in Philadelphia in a long time.

Advices from the Holt stores are to the effect that the smokers have recognized this fact and they are enjoying a heavy demand for this brand.

PEOPLES DRUG SALES

Peoples Drug Stores, Incorporated, reports sales for November of $1,402,920, a decrease of $436. Sales for the eleven months' period amounted to $15,071,219, as compared with $13,814,530 for the corresponding period of 1929.

UNITED STATES TOBACCO COMPANY

The United States Tobacco Company has declared a regular quarterly dividend of one dollar on the common stock and $1.75 a share on the preferred stock of the company. Both dividends are payable January 2d to stockholders of record on December 15th.

THE TOBACCO MYSTERY

BEFORE the tobacco crop now maturing was planted there were reports that growers generally were preparing to increase their acreage. Members of the Federal Farm Board and directors of extension services strongly advised against this plan, pointing out that overproduction last year had had a depressing effect on prices and that increased production this year doubtless would force prices still lower and probably below production costs in many cases. But the most of the growers were said to have disregarded this advice and increased their acreage.

"Then came the summer-long drouth to do great damage to tobacco over a wide area. Instead of greatly increased production over last year it appears that production has been materially reduced. John A. Hicks, agricultural statistician for the Federal State Crop Reporting Service, estimates that the yield per acre of Virginia tobacco this year probably will be lower than at any time since 1869. Mr. Hicks names a probable yield of approximately 500 pounds per acre, basing his estimate on a condition 46 per cent. normal on September 1, and forecasts a production of 91,000,000 pounds, more than 10,000,000 pounds less than the August 1 forecast.

"What is true of tobacco in Virginia is more or less true of tobacco in other states. Production is considerably below that of last year so that prices should be as high or higher, but as a matter of fact, they are lower. According to a dispatch from Raleigh, the tobacco price average on the seven North Carolina border markets of the South Carolina belt for last month was the lowest for any August since 1919, when monthly price reports were inaugurated. The border markets during the month sold 21,131,851 pounds for an average of $10.98 compared with 32,774,534 pounds at an average of $17.55 a year ago.

"Tobacco prices are low, notwithstanding reduced production which should have had a tendency to stimulate prices, that growers are complaining bitterly, charging that buyers are in collusion to force down prices, and threatening to take such measures as they can for their own protection. The growers are not to be blamed if they protest against a price which is only a little more than half that of last year. They are hardly to be blamed if they suspect that they are being victimized by an understanding among buyers. Why should prices for this year's crop be so much lower than prices for last year's large crop? And why should there be such a drop in prices to the farmer when there is no reduction at all in prices for cigars and cigarettes and the products manufactured from farmers' tobacco, consumption of which products is constantly increasing? There is some mystery about it."—*Bristol (Tenn.) Courier.*

Some authorities on leaf tobacco have stated that the low prices which were so prevalent in the markets of the South this season were due to the poor quality of the leaf, the fact that much of the tobacco was not properly graded, and other causes, and it would seem to be decidedly unfair to charge the buyers with conspiracy to force low prices.

CUBAN TOBACCO COMPANY

The Cuban Tobacco Company has declared a dividend of fifty cents a share on the common stock and the regular semi-annual dividend of $2.50 on the preferred stock of the company.

Both dividends are payable December 31st to stockholders of record December 15th.

"BEST OF THE BEST"

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
JAVA WRAPPED
THE SECRET OF THE BLEND
made good
AMERICA'S LARGEST SELLING HIGH-GRADE CIGAR
CONGRESS CIGAR CO., Inc., PHILADELPHIA, PA.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

JOHN H. DUYS, New York City ..... President
MILTON RANCK, Lancaster, Pa. ..... Vice-President
LEE SAMUELS, New York City ..... Secretary-Treasurer

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President

RETAILERS DISCLOSE GRIEVANCES

AT the recent get-together meeting of retailers and manufacturers, held in New York City, Benjamin Gorlitzer, former president of the Independent Retail Tobacconists' Association, summed up the grievances of the retailers, for the benefit of the manufacturers present, in the following manner.

The breach between the manufacturer and the retailer seems to originate from the fact that dealers help to make and foster new brands only to have the cutter, chain stores and other large outlets, prostitute the good will established through the independent retailer's efforts.

The manufacturers complain that they have to go to the cutters and illegitimate dealers and sources, to sell their products because the legitimate dealers will not feature their products.

The retailer's contention is that he cannot handle the cut products because he cannot meet the unfair competition of illegitimate outlets, that give merchandise away at practically low costs. Where is the nigger in the woodpile? How can the cutters do it and remain in business? The retailer's stand is for fair prices and a modest living.

The next proposition is the discount evil, which the cutter hands over to the consumer. The manufacturers claim that they give these discounts for quantity and volume business. The retailer's contention is that discounts are being made a plaything, giving some away to the consumer, thereby having loose prices without any bottom. The retailer asks that discounts only be given to those that uphold prices; or readjust list prices, doing away with discounts, rebates, free goods and concessions—just fair prices and fair profits.

The next is the advertising evil, which does not inform the consumer of the legitimate prices the products shall be sold at, and he is at a loss to know the fair price of the commodity.

The manufacturer says he advertises to make known his brand and keep it before the public. The retailer requests of the manufacturer that he add the selling prices to his advertisements, specifying the sizes and the prices for which they should be sold, and thereby inform the consumer of the fair prices, and do away with the ridicule the legitimate dealer is subjected to from the consumer. The advertisements shall contain a price, followed by a slogan, no more and no less.

The next problem for discussion is the misrepresentation tactics indulged in by some few manufacturers. The manufacturers are placing fifteen cent cigars under class D, giving the illegitimate dealer the chance to misrepresent the merchandise as a three for a half to the consumer, misleading the consumer into believing that he is getting something better at a cheaper price. The manufacturer further is making the old cut brands under new front marks, again giving the cutter a chance to flim flam the public. The retailer insists that these unfair tactics be done away with, for when these new sizes are brought out to be sold by the cutter, the legitimate dealer is left carrying the bag on the old sizes at cut prices. A possible solution for this unfairness on the part of the manufacturers would be to do away with the old front marks of the cut sizes and place them under new front marks at the regular fair prices. The retailer believes in honest tactics and expects honest returns.

A body of representative manufacturers are the only ones that can remedy the alarming situation, and readjust the financial condition existing in our industry. It might be a happy medium for some manufacturers to decide whether they shall continue to sell either the chains or the independents. Also to immediately commence a petition, from all angles, namely, tobacco growers, cigar manufacturers, jobbers, retailers, etc., to all Senators and Congressmen throughout the United States, for the immediate passage of the Capper-Kelly Bill.

THE WOMAN SMOKER

THE change in dress fashions is stated to have resulted in a decrease of smoking by women.

"Since the return of the long skirt," a London tobacco manufacturer said, "We have noticed a reduction in the sales of cigarettes to women. The reason, I think, is a psychological one.

"Women passed through a masculine age when they tried to behave as much like the men as possible. The masculine movement was reflected in their clothes, their breezy conversation, and their cigarette smoking.

"Now all that has changed.

"A woman wants to look like a woman again. I suppose it is because men have tired of masculine women.

"Cigarette smoking is now done more discreetly, and women often coyly refuse a cigarette in public."

The manager of a firm of tobacco retailers said: "I would not say that there has been a noticeable decline in the number of women smokers, but probably they are smoking less. All our women customers ask for well-known brands, and fancy or scented cigarettes are not popular with them. I suppose by smoking the same brand as their husbands and sweethearts they feel a sense of companionship."

A psychologist said: "I believe that many women smoke not so much because they like it but from nervous habit. It is not so much that it soothes their nerves as that it gives them confidence in themselves.

"A woman puffing at a cigarette can cover any amount of nervousness.

"A cloud of smoke around a woman's head gives her an atmosphere, and she knows it.

"But when women think that men don't like them to smoke, they will stop smoking."—*Irish Tobacco Trade Journal.*

ONLY FEW BARNARD FRESHMEN SMOKE

Announcing the results of the annual health examination given each autumn at Barnard College, Dr. Gulielma Alsop stated last week that the representative Barnard College freshman does not smoke.

Of the two hundred seventeen freshmen examined, only fifty, or approximately 23 per cent., said that they smoked. Similar figures recently announced concerning freshmen in Columbia College showed that more than 29 per cent. of the new men students smoked. Last year 28 per cent. of the Barnard College freshmen smoked.

The average age of this year's Barnard College freshmen is seventeen years and two months, about one month more than the average in last year's class.

AMERICAN TOBACCO DIVIDEND

Directors of the American Tobacco Company have declared a regular quarterly dividend of $1.50 on the preferred stock, payable January 2d to stockholders of record December 10th.

STATE LEGISLATURE TO MEET

(*Continued from Page 3*)

states, coupled with the overwhelming rejection of such tax laws by popular referendum votes in Michigan, New Mexico and Oregon—present a record that augurs well for our industry's success in repelling similar attacks in the future, and it is our earnest hope that this record may serve as an encouraging stimulus to the trade leaders all over the country for renewed and redoubled efforts to keep the tobacco business free from state taxation, on top of the heavy taxes paid to the Federal Government.

But the situation is really dangerous, and the trade must be fully prepared to meet renewed attacks, particularly in those states where repeated efforts have been made to enact tobacco tax laws, and where, according to current rumors, such efforts are likely to be renewed in spite of their repeated defeats.

A great deal can be accomplished by proper activities in advance, that is, before the legislatures actually convene, when the trade leaders have ample opportunity to meet their district representatives, and to convey their views in person. A personal interview with a legislator, at this time, would undoubtedly be of incalculable benefit, and may perhaps be the means of averting a serious situation when the legislature meets.

And lastly, we trust that it is unnecessary to say that the T. M. A. will, of course, continue to extend such proper and helpful co-operation as may be within its power to extend.

State Legislatures Meeting in Regular Session in 1931

State	Legislature Convenes	State	Legislature Convenes
Alabama	Jan. 13	Nevada	Jan. 19
Arizona	Jan. 12	New Hampshire	Jan. 7
Arkansas	Jan. 12	New Jersey	Jan. 13
California	Jan. 5	New Mexico	Jan. 13
Colorado	Jan. 7	New York	Jan. 7
Connecticut	Jan. 7	North Carolina	Jan. 7
Delaware	Jan. 6	North Dakota	Jan. 6
Florida	Apr. 7	Ohio	Jan. 5
Georgia	June 24	Oklahoma	Jan. 6
Idaho	Jan. 5	Oregon	Jan. 12
Illinois	Jan. 7	Pennsylvania	Jan. 6
Indiana	Jan. 8	Rhode Island	Jan. 6
Iowa	Jan. 12	South Carolina	Jan. 13
Kansas	Jan. 13	South Dakota	Jan. 6
Maine	Jan. 7	Tennessee	Jan. 5
Maryland	Jan. 7	Texas	Jan. 13
Massachusetts	Jan. 7	Utah	Jan. 12
Michigan	Jan. 7	Vermont	Jan. 7
Minnesota	Jan. 6	Washington	Jan. 12
Missouri	Jan. 7	West Virginia	Jan. 14
Montana	Jan. 5	Wisconsin	Jan. 14
Nebraska	Jan. 6	Wyoming	Jan. 13

The Recent Tobacco Tax State Referendums

In a wire just received we are advised that the New Mexico State Canvassing Board has now officially certified the findings of the canvass to the effect that the tobacco tax measure has been rejected. The total vote being 53,678 against the tax to 9655 for the tax, out of a total vote cast in the state of 120,436. The vote against the tax thus constitutes 44.5 per cent. of the total, as against the constitutional requirement of 40 per cent.

The official count shows a total vote cast in the State of Oregon of 253,779, out of which 54,231 were for the cigarette amendment and 156,265 against the cigarette amendment. Thus the total votes cast on the cigarette amendment were 210,496, constituting 83 per cent. of the number of votes cast in the state.

A copy of the official tabulation of the votes cast in Michigan on the cigarette tax referendum shows not only that the tax was defeated by 452,375 votes to 198,515 votes, but that it was voted down by about the same proportion in each of the eighty-three counties of the state. This is, of course, highly gratifying.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

DISTRIBUTOR DESIRES JOB LOTS OF CIGARS IN ALL CLASSES. No amount too large. Cash proposition. Address, Distributor, Box No. 550, "The Tobacco World."

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FOR SALE—UNIVERSAL BUNCHING MACHINES—Strickler Scrap Machine—Molds—Presses—Small Tools. Prices very low. Write Box 475, Dothan, Ala.

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CONFECTIONERY AND CIGAR BUSINESS FOR SALE—Montgomery County, Pennsylvania. Rent $250. Yearly business $45,263.54. Net profit 13 per cent. Full information upon request. Address Box 551, care of "The Tobacco World."

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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FRIES & BRO., 92 Reade Street, New York

BURLEY GROWERS MAY GET LOAN

A commodity commitment of $1,500,000 to the Burley Tobacco Growers Association was announced on Wednesday by the Farm Board in Washington. No loans had gone forward at that time, however.

The association with headquarters at Lexington, Ky., has memberships in Kentucky, Tennessee, Indiana, Missouri, Ohio and West Virginia.

It is understood that under a new system inaugurated this year, the association was to have started receiving shipments on Monday of last week and that calls for loans from the commitment might be expected soon.

STANDARD COMMERCIAL OMITS PAYMENT

The Board of Directors of the Standard Commercial Tobacco Company has omitted the semi-annual dividend of $3.50 on the preferred stock, due at this time.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MARK TWAIN:—45,828. For cigars. November 21, 1930. Autokraft Box Corporation, Detroit, Mich. (Successors to Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo.) This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo., continuously for the past 25 or 30 years, they having originally obtained same through a transfer from Klingenberg & Co., New York, N. Y.

LINCOLN:—45,829. For Briar pipes. December 4, 1930. H. E. Shaw Co., Worcester, Mass.

JAYNES:—45,831. For cigars. October 9, 1930. Louis K. Liggett Co., New York, N. Y. (Successors to Jaynes Drug Co., Boston, Mass.)

TRANSFERS

FRANZ SCHUBERT:—12,191 (Trade-Mark Record). For cigars. Registered November 2, 1892, by Geo. S. Harris & Sons, Philadelphia, Pa. Through mesne transfers acquired by Sol Cohn, and retransferred to James A. Fink, Boston, Mass.

TOBACCO WAR IN ENGLAND

HALF a million British tobacconists are feeling the brunt of a trade war between the gigantic Imperial Tobacco Company and a group of independents led by an American-owned firm.

The American firm, which came into the field about a year ago, began offering premiums with its cigarettes through the coupon system. Other independent manufacturers soon did likewise and soon the coupon cigarettes began to enjoy greatly increased sales.

Every cigar manufacturing concern fell into line. The Imperial Tobacco Company has declared war on coupon premiums.

The British company previously had initiated a system of "bonus" arrangements with the individual shopkeepers which is estimated to include almost 75 per cent. of the British retailers.

Under the bonus management the Imperial Tobacco Company returns approximately 1.25 per cent. of the retailers' gross sales in addition to decorating his shop windows every six weeks.

Many shopkeepers also displayed premiums which could be secured in exchange for the coupons. These gifts range from razor blades to costlier items necessitating saving thousands of coupons.

A CURE FOR SEASICKNESS

A correspondent writing to the London *Evening Standard* on a cure for seasickness says: "I have myself discovered in years of experience only one remedy and that is no fewer than twenty pipes a day. Until I became a heavy smoker I was sick at the mere sight of a seagull. Since I took to consuming an ounce of tobacco a day, I am immune even to the Bay of Biscay."

CIGARS FOR BREAKFAST

COMMENTING on the recent announcement that cigar tobacco contained plenty of the malic acid of apples and the citric acid of oranges, the *Atlantic City Press* says: "Times have stepped along since Rudyard Kipling wrote: 'And a woman is only a woman, but a good cigar is a smoke.' A good cigar is all kinds of things desirable now, according to the advertisements, and here come the professors with more exciting information. Plenty of the malic acid of apples and citric acid of oranges are present in every cigar, a study of tobacco leaves at Connecticut Agricultural College revealed.

"Of what particular importance that is, the experimental station does not say—at least the Associated Press did not report it—but we are looking for lively copy in cigar ads pretty soon. If an apple a day keeps the doctor away and if orange juice is improving to the health, can't you imagine what the copywriters are going to do with this latest scientific discovery.

"There may even come a day when we will be so thoroughly sold on the worth of cigars and cigarettes that we will have a ciggy that's toasted, for breakfast, and follow it immediately with a cigar instead of orange juice."

NICOTINE CONTENT CAN BE CONTROLEED

According to information submitted to the Tobacco Division of the Department of Commerce by American Trade Commissioner James T. Scott, the Tobacco Research Institute in Forchheim, near Karlsruhe, Baden, has published some interesting results concerning the effects of fertilization and cultivation on the nicotine content of the tobacco plant. Mr. Scott quotes the tobacco trade journals of Germany and states further that the Forchheim Institute possesses about 150,000 tobacco plants originating from all parts of the world, and is endeavoring to ascertain more information on the subject.

On the strength of 4000 experiments, it was ascertained that the nicotine content could be diminished and increased by natural means. By special culture, fertilization and treatment with chlorine the nicotine content of the tobacco plant can be increased to 12 per cent., and the nicotine content can almost be entirely eliminated by planting the tobacco plants close together and carefully regulating the watering. It is stated that as a result of these investigations it will be possible in future to cultivate by natural means tobaccos which have very little nicotine or are almost free of nicotine. Such tobaccos, according to the investigations, will differ from those which are treated by chemical means to eliminate nicotine, inasmuch as the former will retain their natural taste and aroma.

A REAL PEACE PIPE

The *Irish Tobacco Journal* says one British Labour M. P. has in his possession a tobacco pipe of which he is not unjustly proud. When associating with the elite of his party, the pipe appears to be a rather large but handsome briar. Hobnobbing with the rank and file, however, the owner removes the wooden casing which conceals a clay "cutty." Needless to remark, he is a Scotsman; but in this combination pipe he feels that he can meet both the intelligentsia and the proletariat on their own ground.

A pipe which can thus please the two extremes of the Labour movement should prove to be a veritable pipe of peace.

BUYERS' GUIDE

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Young men from sophisticated circles brought the Robt. Burns Panatela to college—and manly taste promptly initiated it into the fraternity of fellows who mold undergraduate form.

This long, graceful cigar belongs on the campus, as it belongs in smart clubs, town and country. It suits the young face, the athlete's head, and men who wear clothes well. Its clear Havana filler gives flavor without the backfire of heady tobacco.

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